

# Expand your branding options with ElastiTag

Issued by [Pyrotec](#)

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Have you reached the point where your packaging needs a pick-me-up? Perhaps you're keen to draw shoppers' attention to a specific product benefit or highlight a key ingredient? Or you may be planning to introduce a new flavour variant or launch a seasonal promotion? There are many reasons why our clients choose ElastiTag® to meet their branding and on-pack communication requirements.



The ElastiTag® range from Pyrotec PackMedia is an ideal way to display new information on pack without going through the costly exercise of upgrading the design of your actual packaging or label. It is also a highly effective way to refresh the look and feel of your products without compromising your consumers' ability to recognise your brand. Your packaging stays the same, with an extra layer of communication.

This versatile device comprises a tag and elastomer loop all-in-one that securely grips your product and stays put. That said, it is easy for the customer to remove should they wish to retain it or use it as part of a promotion (you may choose to use your ElastiTag® device to carry a coupon, for example).

For those who wish to get creative, the entire device comes in a wide range of shapes, sizes and colours – you can even opt for transparent. This makes for a truly sophisticated and eye-catching on-pack communication element that does not diminish the aesthetic appeal of your product or clash with your brand's colour palette in any way.

With ElastiTag®, it is possible to bring your brand personality to life and make your products stand out from the clutter on shelf by incorporating bespoke finishes into your tag designs.

Depending on your requirements, the ElastiTag® can include a special feature such as:

- Tactile varnish
- Scratch off tape
- Variable data
- Hot foil stamping
- Scented varnish
- UV varnish
- Biodegradable material

Just imagine the possibilities! To find out more, [contact Pyrotec PackMedia](#) today.

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Pyrotec is a proudly South African company with its focus aimed firmly on the future. Its five brands - Pyrotec PackMark, Pyrotec PackMedia, Pyrotec PackLink, Pyrotec PackWorx and Pyrotec Finance - make this an industry-leading company that specialises in a comprehensive range of coding and labelling equipment, on-pack informational and promotional devices, merchandising solutions, development and manufacturing of automated systems for the packaging and manufacturing industry and making finance options available to customers. Pyrotec's software offering ensures product integrity, optimises coding activities, and helps secure centralised data management systems and label tracking systems.

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