

PIROTO

LABELLING LIMITED

We make labels and tags to make your lives easier

TOTRAC

TOTAL TRACEABILITY



Specialist label designers and printers

Pirotto Labelling Limited

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THE FAMILY OF PIROTO BRANDS:

“ We have dealt with Piroto for many years. They are a professional labelling company that have helped us on numerous occasions to solve difficult and complicated labelling applications where others have failed or given up.

They are always willing and helpful in conducting trials and demos and we have found they have always managed to go the extra mile when we have needed them to most. We would not hesitate in recommending their services to anyone. ”

Total Solutions Provider



PIROTO
LABELLING LIMITED
We make labels and tags to make your lives easier

PIROTO
PHARMACEUTICAL LABELLING
Tailored solutions to meet your needs

TOTRAC
TOTAL TRACEABILITY

PIROTO
LEISURE LABELS & TAGS

PIROTO
RETAIL LABELS & TAGS



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FUTURE INNOVATIONS

Pirotto will continue to invest in the people and assets of the company to ensure its long term future and position in the market place.

This will require training and development of people for growth and succession planning. It will also require investment in production capability to continuously improve how we manufacture our customers products and to add to the range of labelling solutions we offer.

NO IDEA IS A BAD IDEA

All of our products/solutions have started as a customer need or idea and developed from there!

Whatever your label needs please talk to us - we would welcome the opportunity to work with you to resolve your issues.

KAIZEN

Working under the Kaizen philosophy of continuous improvement, each of us constantly strive to fulfil our part in delivering the best possible service to our customers. .

“By continually challenging ourselves as individuals and as a company, we are able to move forward, becoming better at what we do.”
Sales Office Supervisor



As a committed and accredited 'Investor in People' we recognise that the success of our company lies in the hands of our people; and as such, boast a team of individuals who are empowered, resourceful, energetic and dedicated.

Our success stems from the skills and commitment of all Pirotto personnel. Their ingenuity, knowledge and enthusiasm, and our willingness to invest for our customers, will help to ensure Pirotto will always be among the top performers in our industry.

MISSION

“We make labels and tags to make your lives easier”

Challenge us!



ABOUT US

Since 1972 Pirotto have been designing and manufacturing specialist label, tag and print related solutions for a wide variety of markets.

During this time we have recognised it isn't just a special product or service that builds relationships with customers, but a tailored package that meets all their needs.

MARKETS

Our major markets are food processing, food retailing, non food manufacturing, raw meat and fish processing, specialist pharmaceutical manufacturing, distribution, leisure and travel.

Based in the UK, our products are used in an ever-increasing number of countries and industries across the globe.

WHAT IS TOTRAC?

Total Traceability

A unique mix of specialist materials and tag and label designs, for all aspects of traceability labelling, including metal detectability.

Developed by Pirotto Labelling Limited, Totrac is a specialist division offering a range of products which enable total traceability of produce from the farmer's fields to the consumer's plate.

WHAT DO WE OFFER?

- ✔ Consultative design service
- ✔ Innovative label and tag products
- ✔ Dedicated Sales Co-ordinator and Regional Account Manager
- ✔ Tailored service
- ✔ Stock management
- ✔ Hygienic manufacturing
- ✔ All Totrac labels and tags manufactured on site

This can include: - Plastic swarf free cores

- Blue poly-bags

- Metal detectable roll end seals





SERVICE

At Pirotto we recognise the importance that service has to live up to the quality and innovation of the products.

It's no good if you have chosen the right product but it does not arrive on time to meet your manufacturing schedule.

That's why Pirotto's service, as standard, includes:

- ✔ Dedicated Sales Co-ordinator and Regional Account Manager
- ✔ All orders acknowledged with delivery dates
- ✔ Stock monitoring service
- ✔ Stock holding service
- ✔ Tailored pricing
- ✔ Scheduled deliveries
- ✔ Business improvement programmes
- ✔ Combination label/tag/ribbon/printer packages

PRODUCTS

A mixture of stocked items, and products individually designed to meet the customers' needs, including:

Tags:

- ✔ Fish
- ✔ Traceability
- ✔ Metal detectable
- ✔ Direct thermal
- ✔ Tray
- ✔ Carcase
- ✔ Thermal transfer
- ✔ Colour coded

Cards:

- ✔ Oyster
- ✔ Batch
- ✔ Colour coded
- ✔ Direct thermal
- ✔ Tray-end
- ✔ Primal
- ✔ Thermal transfer
- ✔ Metal detectable

Self-adhesive Labels:

- ✔ Thermal transfer
- ✔ Write-on
- ✔ Metal detectable
- ✔ Daily labels
- ✔ Direct thermal
- ✔ Vet control
- ✔ Water dispersible
- ✔ Vacuum pack labels

MATERIALS NON-ADHESIVE

✔ SYNTHETIC DIRECT THERMAL

Print: Direct thermal. **Features:** Strong synthetic material. **Adhesive:** Nil. **Usage:** Abattoirs and fish processing; tags and pack inserts. **Environment:** Greasy, wet, chilled.

✔ SYNTHETIC THERMAL TRANSFER

Print: Thermal transfer/write-on. **Features:** Higher resistance to heat and fluid. **Adhesive:** Nil. **Usage:** Abattoirs, fish, meat and food processors; tags and pack inserts. **Environment:** Greasy, wet, chilled or steaming.

✔ COLOUR CARD

Print: Thermal transfer/write-on. **Features:** Economy colour coded material. **Adhesive:** Nil. **Usage:** Colour coded tags and batch cards for use in food processing. **Environment:** Greasy, wet, chilled.

✔ REINFORCED TOP COATED THERMAL CARD

Print: Direct thermal. **Features:** Tear resistant. **Adhesive:** Nil. **Usage:** Meat and fish processing areas; tags, primal and oyster cards. **Environment:** Chilled, damp.

✔ TOP COATED DIRECT THERMAL CARD

Print: Direct thermal. **Features:** Excellent barcode quality. **Adhesive:** Nil. **Usage:** Supermarket Distribution Tray End Cards. **Environment:** Chilled, damp.

✔ THERMAL TRANSFER CARD

Print: Thermal transfer. **Features:** Excellent barcode quality. **Adhesive:** Nil. **Usage:** Supermarket Distribution Tray End Cards. **Environment:** Chilled, damp.

“ We take great pride in the quality of our services and products, and we believe Pirotto's labels to be the best solution to the Meat Industry labelling requirements. In terms of product quality and 'beyond the box' service, they reflect our own high level of customer commitment. ”

Independent Service Provider to the red meat industry



MATERIALS SELF-ADHESIVE

SELF-ADHESIVE THERMAL

Print: Direct thermal. **Features:** Excellent barcode quality. **Adhesive:** Chill permanent. **Usage:** Barcode printing; short life carton and carcass labelling. **Environment:** Chilled, damp.

SELF-ADHESIVE THERMAL COATED

Print: Thermal transfer. **Features:** Excellent barcode quality. **Adhesive:** Chill permanent. **Usage:** High speed barcode printing; long life carton labelling. **Environment:** Chilled, damp.

SELF-ADHESIVE WATER DISPERSIBLE

Print: Thermal transfer/write-on. **Features:** Totally water dispersible DOES NOT CLOG FILTERS OR DRAINS. **Adhesive:** Chill permanent. **Usage:** Re-usable food trays where total and rapid wash off is required. **Environment:** Chilled, damp.

SELF-ADHESIVE FOOD CONTACT

Print: Thermal transfer. **Features:** Direct contact with fatty foods. **Adhesive:** Dry tack permanent, complies with FDA 175.105 and BfR XXI, recommended for direct contact with dry and moist, non-fatty foodstuff. **Usage:** Carcass labelling. **Environment:** Chilled, damp.

SELF-ADHESIVE DIRECT THERMAL FOOD CONTACT

Print: Direct thermal. **Features:** Direct contact with fatty foods. **Adhesive:** Dry tack permanent, complies with FDA 175.105 and BfR XXI, recommended for direct contact with dry and moist, non-fatty foodstuff. **Usage:** Carcass labelling. **Environment:** Chilled, damp.

OTHER MATERIALS AVAILABLE

Many other materials are available including piggy back, thin thermal and water removable adhesives.

“The success of our business has been in building strong relationships with our primary suppliers. We have had difficulties in the past with our label supplies, which have cost us both financially and commercially; Piroto have given us complete confidence in their abilities as a label supplier and a business partner.”

*International Seafood Processor
and Exporter*



MATERIALS METAL DETECTABLE

DETECT-A-TAG® EXTRA

Print: Thermal transfer printable on both sides. **Features:** A premium product with high heat, strength and humidity resistance. **Usage:** Safe for contact with dry, moist and fatty foodstuffs under EN1186, EN13130 and BgW No59.

DETECT-A-TAG® STANDARD

Print: Thermal transfer printable on both sides. **Features:** Our standard product. Good heat, strength and resistance. **Usage:** Safe for contact with dry, moist and fatty foodstuffs under BGA XXXVI.

DETECT-A-TAG® VALUE EXTRA

Print: Thermal transfer printable on both sides. **Features:** Our low budget alternative. Medium temperature range. **Usage:** Not intended for direct food contact.

DETECT-A-TAG® VALUE

Print: Thermal transfer printable on both sides. **Features:** Our low budget alternative. Good strength and humidity resistance. **BEWARE:** Low heat resistance! **Usage:** Not intended for direct food contact.

DETECT-A-TAG® THERMAL COATED

Print: Direct thermally printed. **Features:** Metal detectable. **BEWARE:** Low heat resistance! **Usage:** Not intended for direct food contact.

DETECT-A-TAG® SELF-ADHESIVE

Print: Thermal transfer printable on both sides (reverse side is yellow not white). **Features:** Average heat and humidity resistance. **BEWARE:** Low strength resistance! **Adhesive:** Self-adhesive version - instead of looping through the tag hole it sticks to itself. **Usage:** Not intended for direct food contact.

ALL TAGS SHOULD BE SUBJECTED TO CUSTOMER TRIALLING AND APPROVING

DETECT-A-TAG® MATERIAL RESISTANCE PROPERTIES

	Detect-A-Tag® Extra	Detect-A-Tag® Standard	Detect-A-Tag® Value Extra	Detect-A-Tag® Value	Detect-A-Tag® Thermal Coated	Detect-A-Tag® Self Adhesive
Temperature	High	Medium	Medium	Low	Low	Low
Humidity	High	Low	Medium	Medium	Medium	Medium
Strength	High	High	Medium	Medium	Medium	Low
Over Printability	Thermal Transfer	Thermal Transfer	Thermal Transfer	Thermal Transfer	Direct Thermal	Thermal Transfer
Hand Writable	Yes	Yes	Yes	Yes	Yes	Yes
Sanitiser Resistance	Yes*	Yes*	Yes*	Yes*	Yes*	Yes*
Resistance Properties Score**	12	9	9	8	8	7

*with UV ink or varnish

**1 = Low Resistance 12 = High Resistance

TAG STYLES

One size does not fit all!

A range of styles and sizes are available to suit your applications (refer to Calculating Tag Dimensions)



MATERIALS

We will consult with you to select from our extensive range of materials to find the one which best suits your needs.

MIX AND MATCH

All tags available in alternative materials, sizes and colours to suit your requirements.

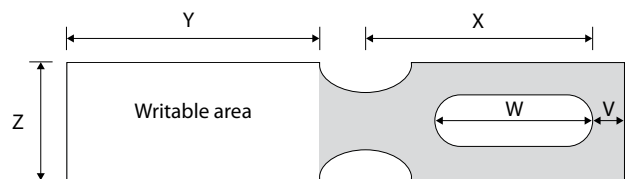
TAG DESIGN – DESIGNING A NEW TAG

Whilst you can select from a vast range of standard labels and tags, shapes and sizes, our approach is to identify the optimum solution for you.

WHAT WE NEED TO KNOW

- ✔ What writable area is required?
- ✔ Which side will be the face?
e.g. Detect-a-tag® used for handwriting, the face will normally be the matt side
- ✔ What type of environment will the tag be used in?
e.g. Abattoir, oven temperature, freezer, washing or humid
- ✔ What type of printing process will the tag go through?
e.g. Direct thermal printer, thermal transfer printer, laser printer, inkjet printer, hand written
- ✔ Do I need a barcode; will it scan on the background colour?
- ✔ Would I like it to have a sequential number or barcode pre-printed?

CALCULATING TAG DIMENSIONS



Writable area is $Y \times Z$

W must be greater than Z for ease of use

V = suggested minimum is 10mm

X = loop size divided by 3.14

CUSTOMISE

Have your label/tag colour coded or pre-printed to order. Associate the quality of your product with your brand or logo.

