

IDEAS



on way forward for

Pharmaceutical Packaging

In Domestic and
International Market.



Chakravarthi AVPS, Managing Director, Ecobliss India




It is simple to say

“packaging has to convey information about the product, protect the product, and maintain the quality of the product through the entire distribution chain.”

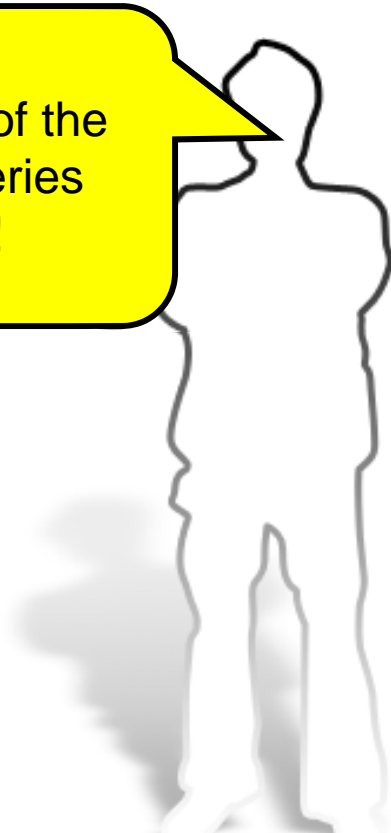
But in pharmaceutical perspective it is to maintain the quality of the drug all through its life and not just physical protection

It's not enough

If a packaging provider or machine manufacturer simply says



I produce worlds best
packaging material



I provide one of the
best machineris
available!

Pharmaceutical packaging

must meet new demands on

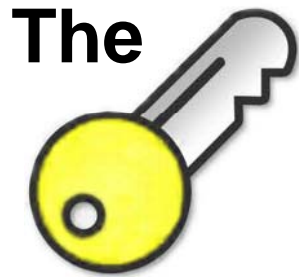
drug safety & stability

Simultaneously, the pharmaceutical companies also look forward to optimizing the production efficiency to the fullest possible.



So the target before the packaging producers and machinery manufacturers is to achieve both of the above.



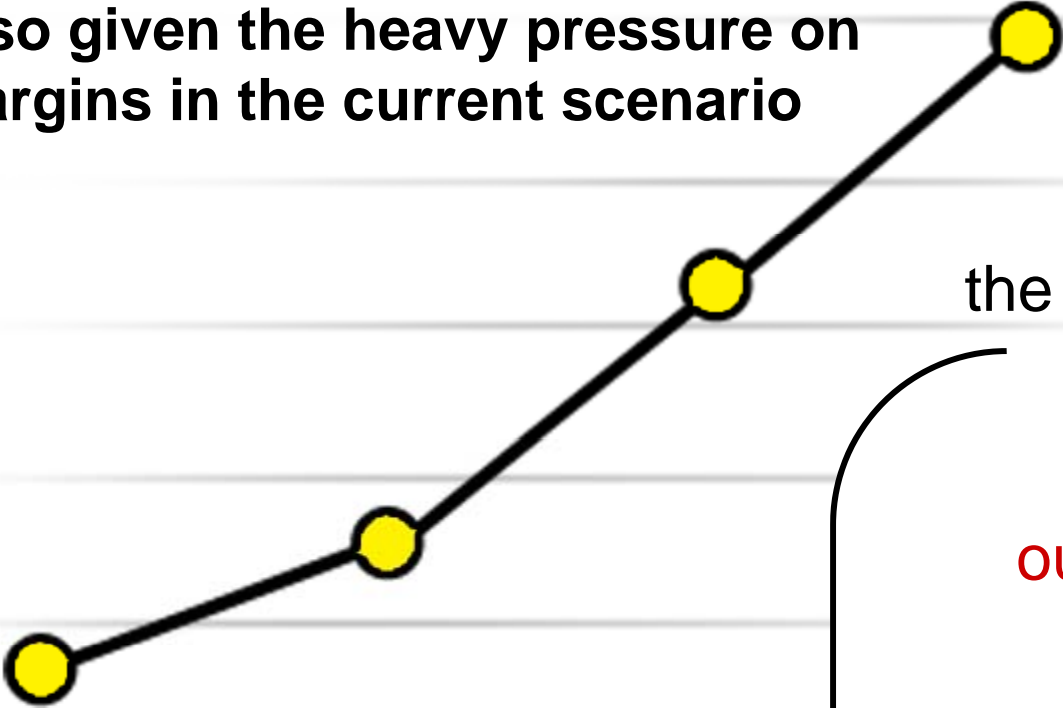


The is being responsive to the customer's unique product needs

Working closely with them to understand the challenges that their products face

- whether it is to protect highly sensitive products, tracking & tracing the supply chain
- or increasing the adherence of end-users to their drug therapy.

Also given the heavy pressure on margins in the current scenario



the **only way** is to

Improve
our productivity
&
Invest
in state-of-the-art
technology

to **sustain** in the market

Need of the hour for Pharmaceutical packaging companies is that they should be **PROACTIVE** in the areas of compliance, sustainability, track and trace, product security and **RFID** to remain in the market.

Another important information

Recently the EU Parliament adopted the following amendments

They will become a law guidelines within two years

- introduction of safety features (serial numbers and/or tamper-evident seals)
- more stringent rules for importation of APIs
- better controls of the supply chain (traders and wholesalers)
- Rules for the internet sale of medicines
- Harmonisation of GMP inspections



Packaging drives patient adherence

How does that affect packaging?

Well, much of this work is focused on improving patient behavior. Beyond direct care, the number one way to do that is to improve patient adherence to medication regimens.

The least expensive, most efficient way to do this is with packaging.

Mobile phone technology used for Rx authentication, ordering prescriptions



companies such as GSK, Sproxil and Walgreens are focusing on consumer-patients, Whether for brand authentication of medications in Africa or Rx orders in the U.S

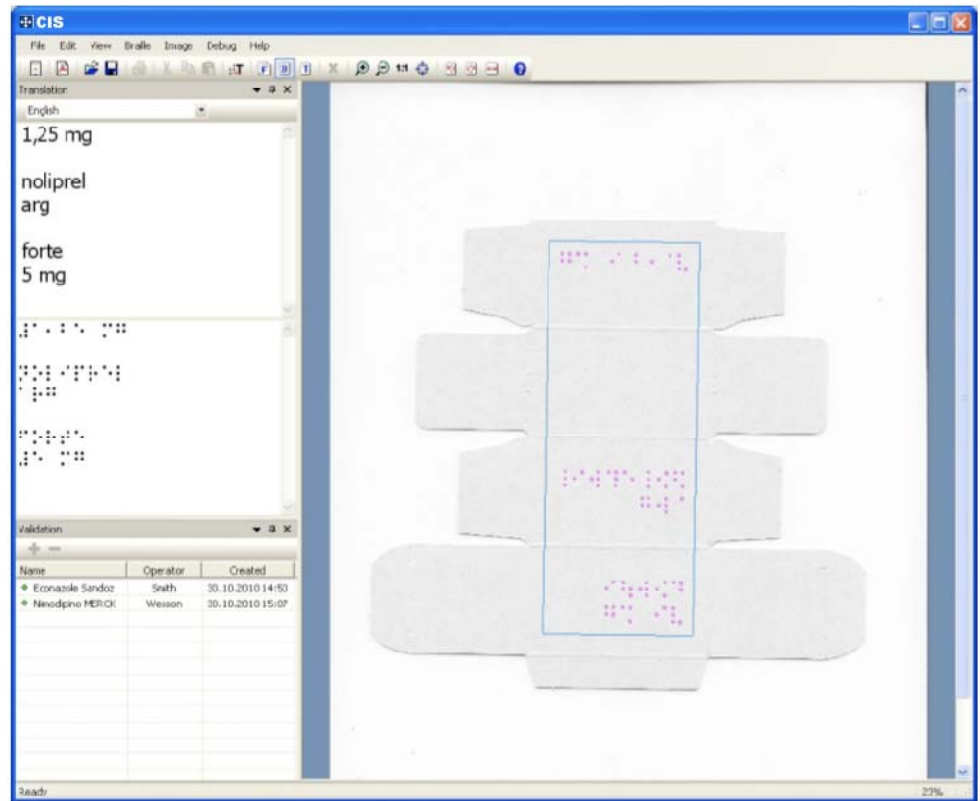
Also In the medical/pharmaceutical world, “they” are employing mobile phone technology on a global basis to help improve patient healthcare.

Mobile Product Authentication (MPA) code, which is a text messaged-based drug verification system
This technology allows patients to scratch off a code on the prescription package, and then use their mobile phone to scan that code to confirm or deny the authenticity of the packaged product.

Mobile phone technology is also being used by Walgreens patients to “renew prescriptions by taking a photo of the bar code on a pill bottle using a Smartphone, or by just keying in the prescription code

AutoProof Pro Braille Verification System Packaging

AutoProof Pro Braille Verification System enables a trained user of a standard PC to control the preparation and production process of pharmaceutical cartons and package goods with embossed Braille characters. Braille approved “master” samples can be scanned in advance and the final products can be compared to the patterns and controlled for the correctness of the embossed Braille text.

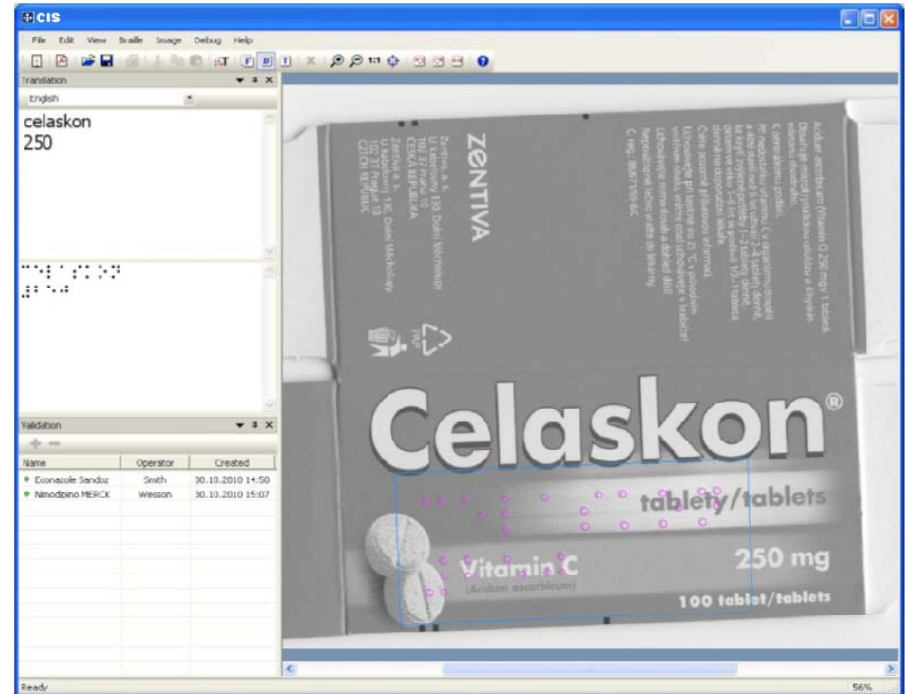


Pharma carton scanned from back panel

Currently Europe and suppliers to the European pharmaceutical industry are obligated to follow EU Directive 2004/27/EC and IADD BANA Braille Standards. These standards regulate that Braille text be included on all cartons. AutoProof Pro Braille Verification System enables products to be controlled efficiently.

Features :

- Reads both single and double sided Braille documents (in single pass, without the need to turn the paper)
- Automatic recognition of 6 and 8 dot Braille
- Merging of pages larger than A4
- Can process documents with paper color ranging from bright white to dark brown
- Resulting text can be further processed, saved into file, or printed on a blackprint or Braille printer
- Software does not require knowledge of Braille, it can be used as a tool when communicating with visually impaired
- Recognition of Braille documents is simple and fast –single page is converted in less than 30 seconds



Software can process Braille on front panel of cartons using two scans. Compare software allows for Braille verification and comparison of approved “master” and production cartons.

Pharma Packaging Animations



Thank You