



Bar coding on Pharmaceutical Packaging.

High speed, anti-counterfeiting Labeling solutions

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Introduction

- Story of the 90's : Barcode put on the package only for international feel of the product

- 1D Barcodes: Appear as vertical parallel lines of varying thickness.



- 2D Barcodes: Barcode evolved into another geometric patterns



- June 1974: Wrigleys pack was scanned at the sale counter



Barcodes in India

- GS1 promoted jointly by government and industry in 1996
- 2007 Financial assistance scheme introduced for implementation of barcodes
- 20th October 2009, The Ministry of health and family welfare, made GS1 barcodes mandatory on all drugs, devices, etc.



Barcodes in India

- Government wants to take decisive action against the menace of substandard and spurious medicines being pumped into the public healthcare system
- January 10th, 2011 Government makes it mandatory for exporters of pharmaceutical products to build track and trace capability
- Small and medium sized manufacturers and exporters who account for exports to the tune of Rs.20000 Crores objecting



Barcodes in India

- There are about 6000 SMEs in the pharma sector. Their concerns are
 - Products costlier
 - Lose sales due to already existing tough competition
 - High cost of implementation
 - Cost of barcode per strip or vial will make the product unsalable
 - SMEs have mostly manual packing facilities.



Counterfeiting?

- A deliberate attempt to deceive consumers by copying and marketing goods bearing well known trademarks, so that they look like the original products made by a reputed manufacturer
- Counterfeiting is one of the fastest growing financial crimes



Counterfeiting?

- Annual global trade in illegitimate goods is about \$600 billion
- Expected to rise to \$1.7 trillion by 2015, representing 5% to 7% of all worldwide trade.
- The size of global fake drugs industry is estimated to be 90 billion US Dollars.



Solutions

- Holograms: Optically variable devices
- Security Graphics: Involves various printing technologies
- Transfer Labels: Similar to Tattoos
- Void Labels: Have special features built into them



Solutions



- Destructible labels: Fragment into small pieces
- On Product Markings: Special images or codes placed
- Embedded Image: An invisible image can be embedded within the graphics
- Security Inks: UV sensitive inks which glow under UV light or change colour when exposed to sunlight

Solutions

- Thermo chromic Inks: These inks change colour with change of temperature.
- Microtaggants: Microscopic Identification Particles that are traceable
- DNA Taggants: DNA-embedded biotechnology security applications.
- Security Threads and Fibers: Can be seen under the UV light



Solutions



- Barcodes: High-density linear or 2 dimensional bar codes
- Consecutive or Sequential numbering: Is done as a part of the label printing or finishing process.
- Serialization: Inclusion of unique and apparently random serialization, or non-sequential numbering
- RFID: Comprises of an antenna with a microchip at its centre

Solutions



- Water Mark Paper: These are marks that you can see as an image in the paper when you hold it against light
- Laser Coding: Putting batch and variable details by laser coding
- Odour: Micronic capsules containing distinctive odours



Providing security solutions is an ongoing process

Necessary to educate customer to check the authenticity of the product.



• Thank you