



HP Smart Labels and Packaging Solution

Overview

With emerging regulatory demands such as the 2009 California “ePedigree” requirement for serialization and the increase in counterfeiting threats, pharmaceutical brand owners are seeking new, efficient supply-chain management solutions. HP’s Product Tracking and Authentication (PT&A) Solution Portfolio addresses the growing global problem of counterfeiting and product diversion in the pharmaceutical industry with a comprehensive set of solutions designed to:

- Provide traceability and secure product tracking and authentication capabilities throughout the pharmaceutical value chain – for all product package levels from unit dose (e.g., tablet or vial) to the pallet level
- Support mass serialization of products
- Support additional authentication capabilities with printed variable security features that complement track-and-trace capabilities

HP’s PT&A solutions help pharmaceutical companies adhere to guidelines and pedigree mandates from government and state regulators in an effort to ensure that the drug supply is safe and secure. These solutions are designed to help stem the potentially steep revenue losses that can result from counterfeiting and product diversion, while improving profitability and reducing cost.

The new HP Smart Labels and Packaging offering is part of the HP PT&A Solution Portfolio and enables cost-effective brand value protection, comprehensive imaging services, full IT support with registry, and the resources and experience of HP – a trusted provider of secure solutions to the worldwide health and life sciences industries. The solution enables an end-to-end process – from image capture to production to final authentication – and includes:

- HP Trust, Track and Trace (TTT) solutions for internal registry and operational database systems
- Streamlined, cost-effective production of labels, cartons and blister packs at a secure print service provider facility or in-plant using the HP Indigo press ws4500
- Mass serialization with secure, proprietary 2D barcodes
- Full integration with RFID tags on the pallet, case or unit level as appropriate
- HP TTT image processing services for full supply chain authentication and brand owner data collection

In addition to helping brand owners in their efforts to achieve secure, turnkey product

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tracking and authentication, the HP Smart Labels and Packaging Solution gives brand owners the ability to optimize their supply chain, enable faster time-to-market and reduce manufacturing and inventory costs.⁽¹⁾ Brand owners can also enact ePedigree-compliant processes designed to meet the individual tracking and value requirements of specific drugs. Pallet- and case-level RFID tags, for instance, can be complemented with 2D barcodes that are cost feasible at the unit level.

Key features and benefits

- One-step serialization that eliminates the time delays of conducting secondary imprinting processes⁽¹⁾
- Fast, reliable product authentication at the pharmacist or hospital level using standard office scanning equipment
- Greater flexibility for brand owners, with options to produce a full range of traceable labels, cartons or blister packs on popular media
- Security authentication using a variety of possible encoding methods, including traditional 1D or 2D bar codes, HP Mass Serialized Color Tiles and/or RFID
- Convenient, secure portal for data uploads
- Integration with leading enterprise resource planning/digital asset management systems

Specifications

- Label media: auto-adhesive and glued label stocks
- Folding carton media: Standard media in thicknesses up to 18 pt.
- Blister pack media: Cardboard, plastic and aluminum foil
- Supported serialization formats: Standard linear formats including 39, 128 and UPC; 2D Datamatrix; 2D PDF-417; RSS
- Supported 1D and 2D barcode encoding routines (hashing): MD5, SH1, SH256, SH384, SH512
- Supported 1D and 2D barcode encoding routines (encryption): DES, RC2, Rijndael, Triple DES
- Supported data sources: self-generated and imported mass serialization codes; serial numbers with prefixes and/or postfixes; ERP data; add check digit; EPC numbers; variable text

Availability

The HP Smart Labels and Packaging Solution is expected to be available worldwide March 2008.

⁽¹⁾ When compared with traditional flexographic label and packaging production requiring secondary imprinting processes.

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