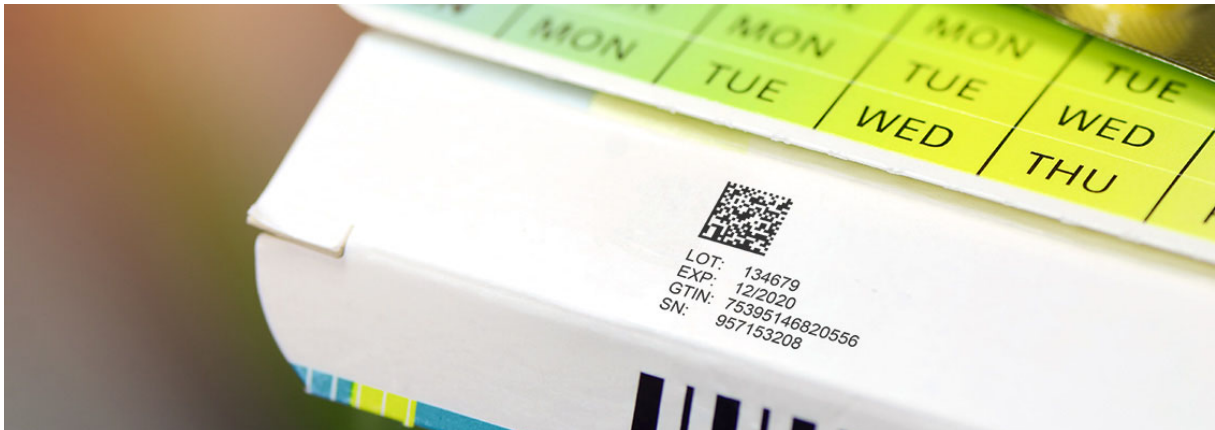


Serialization solution for parallel importer

Abacus Medicine, a fast-growing parallel importer of prescription-only original pharmaceutical products, is employing a serialization solution from Atlantic Zeiser. The solution comprises software as well as hardware components.



The EU serialization regulation is a special challenge for so-called parallel imports or reimports of pharmaceutical products. Such pharmaceuticals must not only be serialized – their existing serialization must be verified and be decommissioned for use as repacked product. In order to create an absolutely reliable, transparent, and audit-proof workflow, Abacus Medicine, a fast-growing parallel importer of pharmaceuticals, uses a complete solution from Atlantic Zeiser. Headquartered in Copenhagen, Abacus Medicine has currently 450 employees and a total sales revenue of approximately 300 million euros. Abacus products are supplied to numerous European markets. The Danish company is among the market leaders in the field of especially expensive pharmaceuticals which are used e.g. for chemotherapies or in the course of organ transplants.

Currently, the company holds more than 3.000 licenses for pharmaceutical products, with about several 100 more being added each year. Buyers include pharmacies, wholesalers, and hospitals, who can thereby counteract the rising cost pressure for pharmaceuticals. “We exclusively distribute prescription-only original pharmaceutical products. Therefore, the obligation to serialize applies to our whole product range”, says Mick Nøbbe Rasmussen, Project Manager Serialization at Abacus.

“Our workflow, however, is considerably more complex than processes at typical pharmaceutical manufacturers. And as we are dealing with a very wide range of packaging and lot sizes, we need a solution which enables manual as well as semi- and fully automatic processes. Therefore, it was important for us to find a full solution partner like Atlantic Zeiser who can not only contribute extensive know-how but is also very versatile while keeping the tight timeline.”

One-stop software and hardware solution

Comprising both software and hardware components, the Atlantic Zeiser solution is installed at the main production site in Abacus Medicine’s logistics center in Hungary. Plans for equipping another production site in the Netherlands are already underway. It enables the versatile generation, importing, management, distribution, printing, and aggregation of codes for different international regulations. Important factors include data exchange on a company level across several locations, secure handling of filled and empty folding cartons, and the efficient processing of even relatively small lot sizes. Atlantic Zeiser is ideally prepared for such complex solutions since we can offer a very wide range of software and hardware modules from one source. At the production site in Hungary, two DIGILINE Versa machines handle the printing of flat folding cartons and three MEDILINE Track & Trace Single Item systems print the serialization data onto the filled folding cartons. Additional MEDILINE T&T SI systems have already been ordered.

The first discussions between Abacus and Atlantic Zeiser already took place in 2017. Mick Nøbbe Rasmussen and his team were impressed by Atlantic Zeiser’s comprehensive expertise regarding both software and printing technology. Other points were important, too: “Compared with other companies that we looked into, Atlantic Zeiser stood out by quickly providing useful information and materials, through reliability regarding deadlines, and through experienced and thoughtful project management. Abacus has been very successful and achieved an average growth of more than 30% each year over the past five years. This means that our production processes are constantly evolving. What we needed was a partner that could help us design a serialization flow not for the company we are today, but for the company we imagine Abacus Medicine will be tomorrow.

In Atlantic Zeiser, I believe we have found such a partner.” Abacus Medicine is a family business. The company was established in 2004 by CEO Flemming Wagner and his father, Medical Director John Wagner. As a supplier of often very expensive medicines, the company is well aware of how aging populations lead to rising health care costs and stretch public budgets. “We are very conscious about our contribution to society”, says CEO Flemming Wagner. “Abacus Medicine is a successful company, but we are also more than that. When we compete in the market, we help lower the prices of life-critical medicines so that they become more available. This gives us a purpose beyond ourselves and is something we can be proud of.”

Well-prepared for Industry 4.0

Depending on the order size, the Danish parallel importer uses two different solutions. Fully equipped with software, a printer, and a camera system for 100% verification, the MEDILINE T&T SI allows for the economic serialization of (very) small batch sizes and a wide range of formats in a small footprint. If required, the height of the printer and inspection camera can be adjusted, which makes the position of the code variable. With an optional barcode scanner and a label printer, the MEDILINE T&T SI even allows users to handle manual aggregation tasks. Abacus is already employing three of these track & trace modules, and three more will be installed in the spring.

Atlantic Zeiser’s DIGILINE Versa is an interesting solution for larger batch sizes. Two of these systems are already used by Abacus Medicine in the logistics center in Hungary. The DIGILINE Versa complies with all current serialization and coding requirements worldwide. It applies monochrome printing centrally, with a small footprint, to flat or glued cartons in a single pass ahead of the packaging process – an operation known as late stage customization. The standalone model combines ease of use and integrated serialization software with pioneering and time-saving print technology. Given that the new DIGILINE Versa already satisfies Industry 4.0 requirements, it constitutes a future-proof investment. Thanks to the integrated line manager, the DIGILINE Versa complies with all current serialization and coding requirements worldwide. The user-friendly touch screens and design software developed exclusively for the new system offer outstanding efficiency. The software is configured specifically to generate print layouts easily, quickly, and reliably.

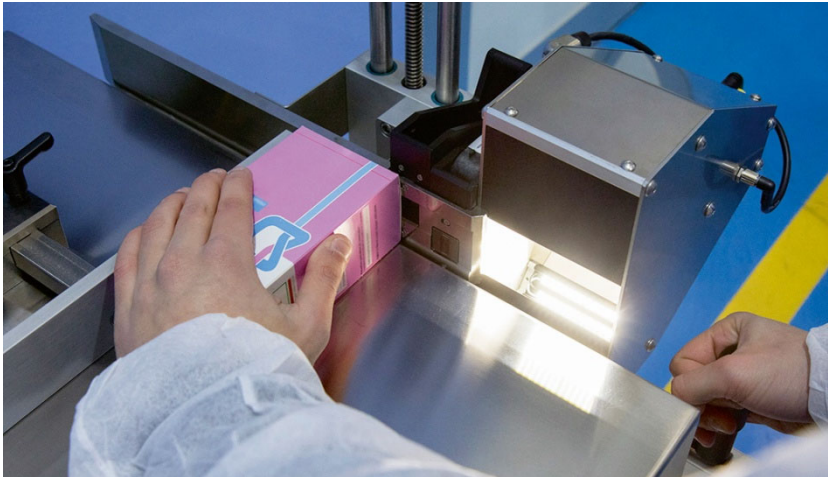
Based on the requirements associated with the emergence of Industry 4.0 and its digitized and interconnected production units, the new DIGILINE Versa produces a seamless audit trail. It logs all relevant changes – typically those concerning the layout or configuration, including the addition of another printer – and events, such as production errors. On top of that, electronic integration into the user's production environment, namely a Level-3 site manager, is very simple. In consequence, this solution offers exceedingly high process and product security.



Very successful with Abacus Medicine: CEO Flemming Wagner.



Ready to make the transition to Industry 4.0, the new DIGILINE Versa boasts not only integrated serialization software and pioneering print technology, but also future-proof interconnectivity.



Small footprint, flexible installation: the MEDILINE T&T SI enables the economical serialization of (very) small batches and a wide range of formats.