

Platinum Press Inc. Offers Serialization-Ready Printed Packaging Components for Pharmaceutical Industry

Pre-Serialization Prowess Includes Substrates and Printing Techniques Conducive to Meeting Track and Trace Mandates

Grand Prairie, TX – **Platinum Press, Inc.** (PPI) – a leading provider of healthcare packaging solutions for the pharmaceutical, medical device and animal care sectors that specializes in labels, folding cartons (including secondary blister packaging), inserts/outserts and medication guides – offers a variety of serialization-ready printed materials amounting to ideal platforms on which to apply final track and trace data onto packaged pharmaceutical products.

In supplying a variety of substrates and printing options conducive to track and trace compliance, the printing company is a serialization specialist – one that employs the equipment and technology needed to help pharmaceutical companies comply with the Drug Supply Chain Security Act (DSCSA)'s current and approaching serialization mandates.

By 2017, pharmaceutical packagers must include Data Matrix and human-readable track and trace codes at the unit level. The U.S. will require all Rx products to have a serial number and all homogenous cases to have a serial number. Although these items will not need to be associated or aggregated at that point, by 2023, full aggregation and supply chain data exchange providing traceability will be required.

With offerings including DataLase and Laser Ablation, Platinum Press has the equipment and technological capabilities required to produce materials fully prepared for final serialization, and has invested in coding and marking equipment ideally suited to the 'parent-child' aggregation of pharmaceutical products. Platinum Press offers multi-factor authentication using both overt and covert anti-counterfeiting measures, and has extensive experience addressing needs for track and trace marking at both the unit and aggregate levels.

"Platinum Press has the equipment, knowledge and experience to make healthcare packaging the first line of defense against counterfeiting and supply-chain diversion," said Andrew Vale, Senior VP of Corporate Strategy and Development.

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About Platinum Press

Platinum Press is a leading supplier of healthcare packaging solutions for the pharmaceutical, medical device and animal care sectors. From concept and design to production and warehousing, Platinum Press offers a full line of printed packaging components, including specialty labels, folded cartons (including secondary blister packaging) and printed literature such as inserts, outserts and medication guides.

Platinum Press has produced printed packaging components for more than 100 companies throughout the country. For more information, call (469) 733-1506 or visit www.PlatinumPress.com.