

Breaking News Platinum Press offering serialization-ready products for pharmaceutical industry

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The materials help pharmaceutical companies comply with the Drug Supply Chain Security Act (DSCSA).



[Platinum Press, Inc.](#), a leading provider of healthcare packaging solutions for the pharmaceutical, medical device and animal care sectors, is offering a variety of serialization-ready printed materials for final track and trace data to be printed onto packaged pharmaceutical products.

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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 US 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 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," says Andrew Vale, senior VP of Corporate Strategy and Development.



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