



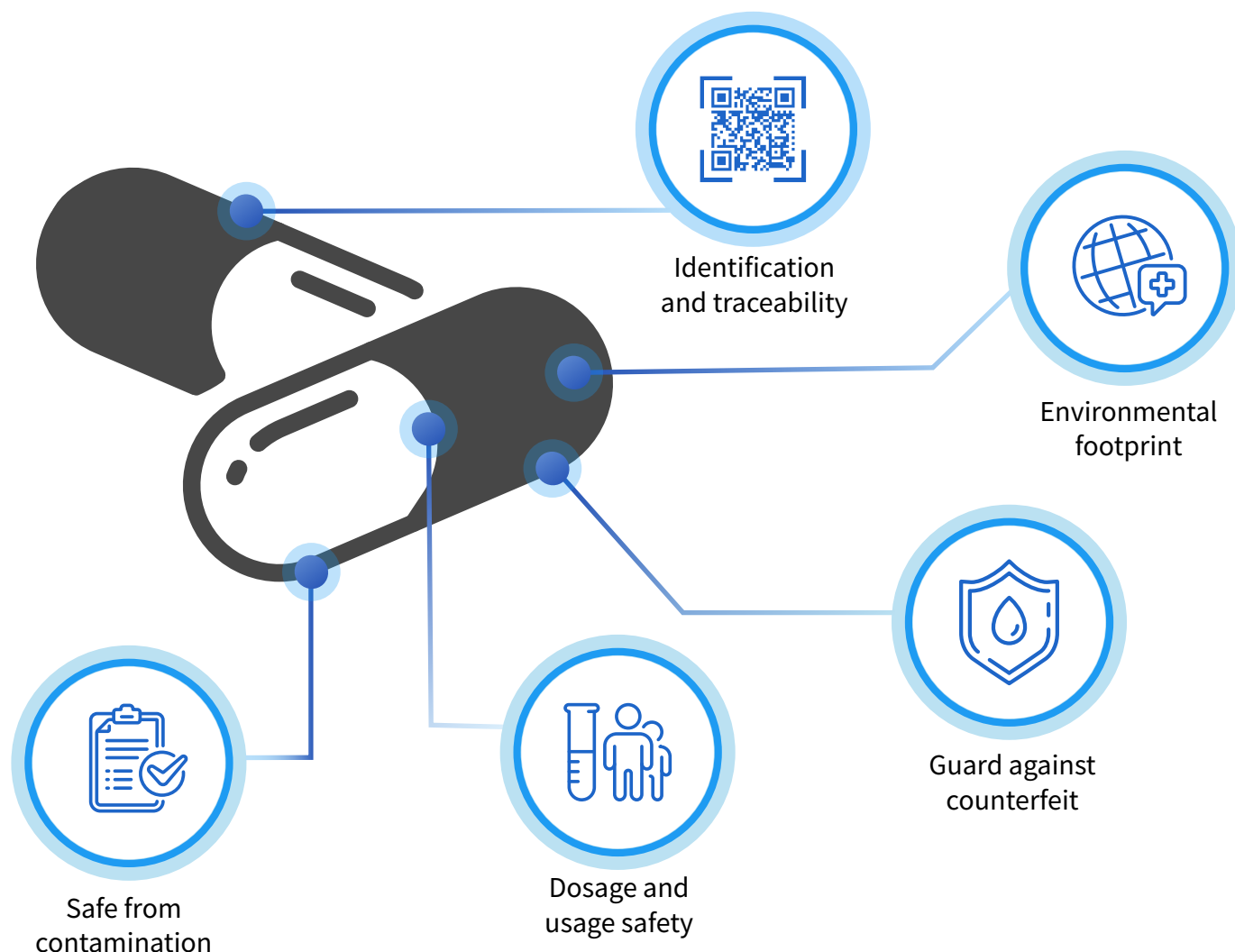
PHARMACEUTICAL SUPPLY CHAIN

FUTURE TRENDS OF MEDICINE PACKAGING

TOSHIBA

PACKAGING AND LABELLING - AN INTEGRAL PART OF THE DRUG DELIVERY SYSTEM

THE ROLE OF PACKAGING AND LABELLING IN THE PHARMACEUTICAL INDUSTRY



The packaging and labelling you choose plays a big role in protecting patient safety, keeping track of your product throughout the supply chain, protecting your asset and impacting the environment. If a pharmaceutical product is incorrectly labelled, or is packaged in a way that allows it to become contaminated or is not visible throughout the supply chain, the consequences can be severe, even deadly.

That's why packaging and labelling in the pharmaceutical industry are tightly regulated and constantly improving as new innovations improve safety, integrity and traceability.

**IN THIS EBOOK WE'LL TAKE
A DEEPER LOOK AT THE
ESSENTIAL ROLE THAT
PACKAGING PLAYS IN THE
INDUSTRY AND WHAT YOU
CAN DO TO ENSURE THAT
YOU ARE FULLY COMPLIANT
WITH REGULATIONS.**

TOP 4 MOST COMMON PACKAGING TYPES

THE TRENDING PACKAGING TYPES FOR 2020

Ranked #1

1. BOTTLES

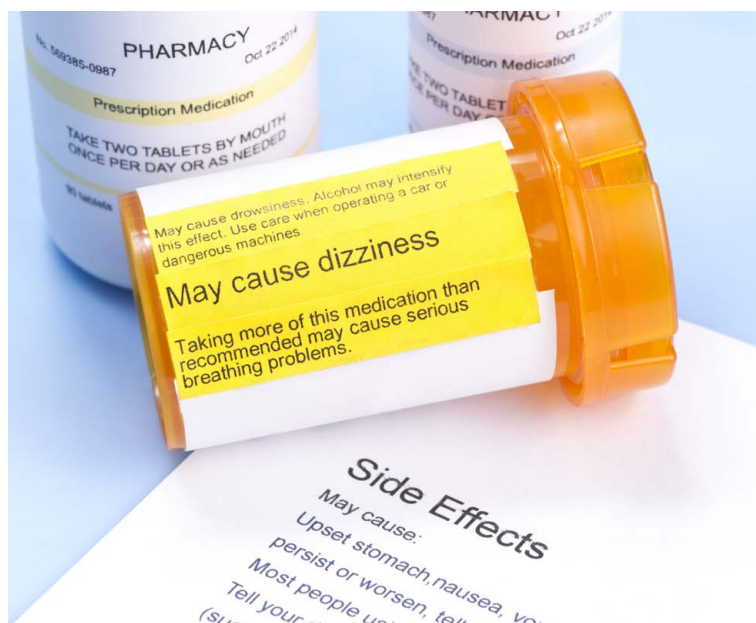
Over The Counter (OTC)

2. BLISTER PACKS

Other Primary Packaging

3. PREFILLABLE SYRINGES

4. VIALS AND AMPULES



SIGNIFICANT NEW LABELLING REGULATIONS BECOME MANDATORY IN 2020



LABEL SAFETY

Unlike other industries where the packaging and labelling may primarily have a marketing function, or be there to protect the product in transit to the end customer, in pharmaceuticals they play an essential role in protecting the integrity of the product and the very safety of the user. New guidelines from Therapeutic Goods Administration (TGA) were introduced in 2016, with a four-year transition period. From 31st August 2020 - Therapeutic Goods Administration (TGA) Orders 91 and 92 become mandatory. These provide new guidelines for labelling of prescription and non-prescription medications.



TGA LABEL CHANGES 2020

1st May 2020: The names of some ingredients have been updated and the new names must be used from this date.

1st May 2020: Medication containing adrenaline and noradrenaline - must include the international names epinephrine and norepinephrine on labels and information leaflets.

September 2020: Medicines containing neuromuscular blocking agent must have a warning statement on the container and any outer packaging.

WHAT IS THE FUTURE OF PHARMACEUTICAL PACKAGING?



THE END OF THE BLOCKBUSTER ERA, IN WHICH COMPANIES ACHIEVED STRONG REVENUE GROWTH FROM CERTAIN HIGH EARNING DRUGS, HAS ENCOURAGED PHARMACEUTICAL MANUFACTURERS TO GROW AND ADAPT.

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Pharmaceutical Supply Chain - Future Trends of Medicine Packaging

TRENDS IN THE AUSTRALIAN PHARMACEUTICAL INDUSTRY



NANO-ENABLED PACKAGING

Nano-materials have a diameter of less than 100 nanometres and are increasingly being used to create packaging that forms a barrier against light, moisture and other contaminants.



INJECTABLE DRUG TECHNOLOGIES

The significant benefits of delivering some medications via injection, especially in the growing field of biologics, is driving rapid innovation in injection devices.



PREFILLABLE INHALERS

Whilst these are not new, demand is set to grow as more drugs are produced for metered dose delivery via inhalation.



TRENDS IN THE AUSTRALIAN PHARMACEUTICAL INDUSTRY



ANTI-COUNTERFEIT TECHNOLOGY

The packaging of a product can become an important way of verifying its contents and there is a growing use of visible and invisible digital watermarking, for example, security inks and holograms.



TAMPER EVIDENT PACKAGING

These include breakable caps, shrink seals and sealed tubes and the TGA has produced a code of conduct for manufacturers who use them.



RECYCLABLE MATERIALS

Growing awareness of and demand for waste reduction impacts all sectors, including pharmaceuticals packaging. Almost 1000 manufacturers and specialist packaging suppliers are members of the Australian Packaging Covenant.



RFID TRACKING TECHNOLOGY

Ensuring the integrity of the product requires tracking it throughout the supply chain. Barcode labelling on packaging has long been used but alongside this, the use of Radio Frequency Identification (RFID) is growing fast, as RFID tags offer enhanced traceability, including automated tracking without human intervention and the ability to incorporate monitoring of conditions.

SUCCESS FACTORS TO ENSURE PACKAGING COMPLIANCE



WHAT CAN MANUFACTURERS DO TO ENSURE THAT YOUR PACKAGING IS DELIVERING TO THE NEEDS OF THE MARKET AND IS COMPLIANT WITH EVER-CHANGING REGULATIONS?

PRIMARY PACKAGING TYPES MAKE UP 53% OF ALL PRODUCTS AND SERVICES IN AUSTRALIA

1. CHECK OUT THE DETAIL

The Department of Health website, under Therapeutic Goods Administration, includes clear and detailed guidance on the new regulations. Manufacturers need to understand what has changed and what they must do by when to ensure compliance.

2. FOCUS ON PACKAGING INNOVATION

There is extensive research and innovation in the pharmaceutical packaging industry. Whether you package in house, or work with a specialist provider, use this research and innovation to stay ahead of the curve on safety and patient adherence. As we said at the beginning of this eBook, packaging in the pharmaceutical industry is an integral part of the product, so manufacturers need to consider innovation in packaging in the same way you work on new product innovation.

3. ASSET MANAGEMENT

Technology allows you to track your product throughout the supply chain. Understanding where it is, who has handled it and the conditions in which it is travelling or stored are essential.

4. MANAGE YOUR ENVIRONMENTAL FOOTPRINT

Consumer focus on reducing, re-using and recycling in packaging will continue to grow, and pharmaceuticals, as a high volume product will have a high profile position. Manufacturers need a strategy for reducing their environmental footprint without sacrificing safety, quality and integrity of the product.

5. COST CONTROLS

Effective cost controls and cost visibility is essential to success of any business, particularly one with fluctuating demand. A thorough understanding of your cost centres and process efficiency will help to build a clear picture of where the costs in your business lie and which can be reduced.

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HOW WE CAN HELP

Toshiba are highly experienced in label printing, RFID and logistics track and trace, process efficiency and supply chain management. These are crucial elements of your packaging success, so talk to us about how to ensure you have the best possible labelling and tracking, getting your products safely and efficiently to the patients that need them.



AU: Option 3 on 1300 794 202
NZ: Option 3 on (9) 570 8530



AU: www.toshiba-business.com.au/label-printer
NZ: www.toshiba-business.co.nz/label-printer

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