Track and Trace
Pilot at Pfizer Brasil

PILOT PROJECT

Pfizer

Bayer HealthCare
Bayer Schering Pharma

NYCOMED

INSTITUTO BRASILEIRO DE ÉTICA CONCORRENCIAL
ETCO

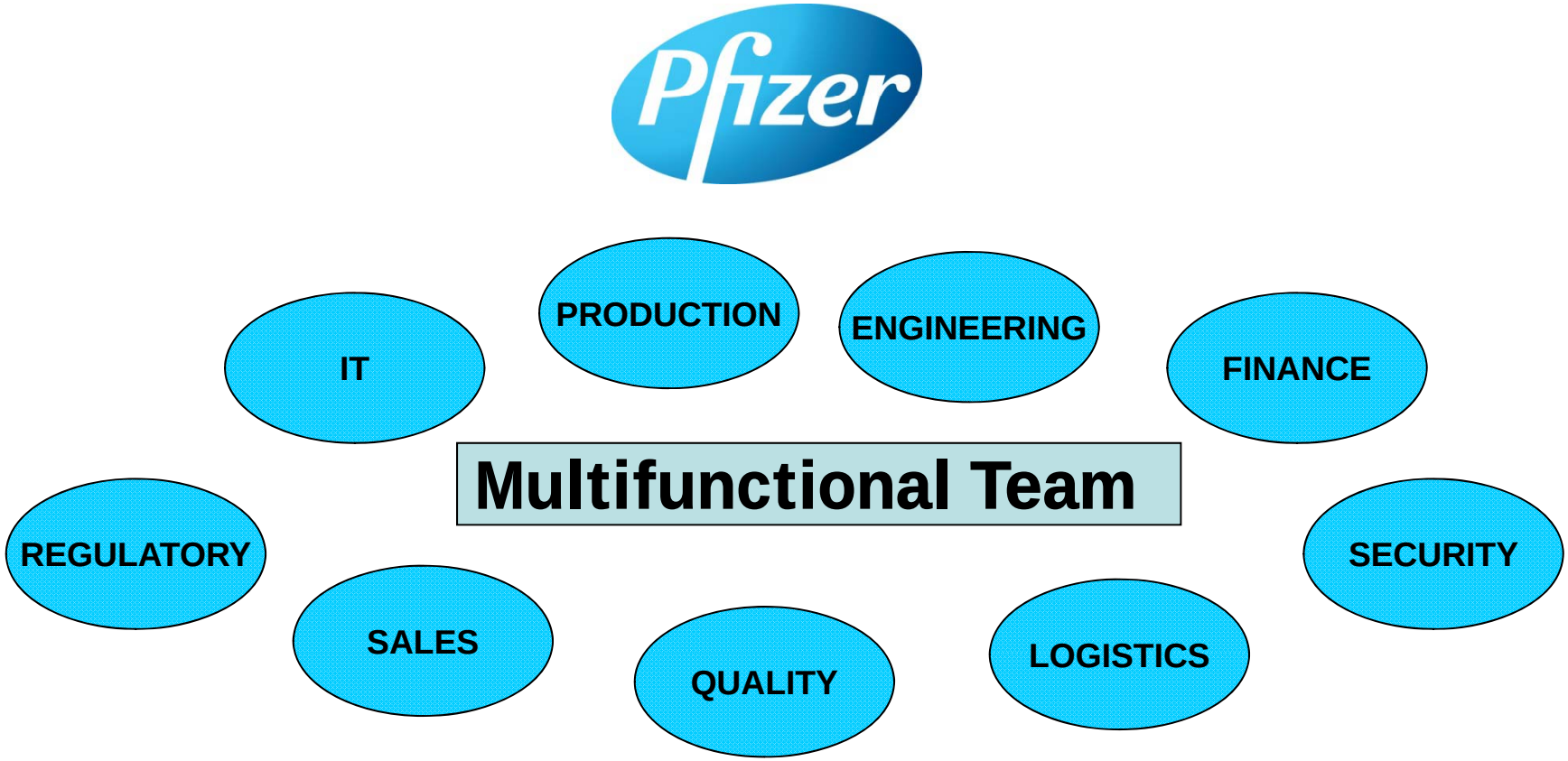
sanofi aventis
O essencial é a saúde

Mantecorp
Transformando ciência em saúde.

achē

Eurofarma
Brasil, sempre.

TEAM AND STRATEGY FOR PILOT



- More than 20 people involved in preparation
- And more to execute it.

TEAM AND STRATEGY FOR PILOT

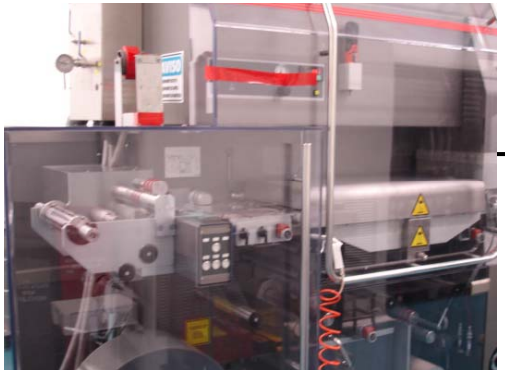
- Effective for proof of concept to verify:
  - Impacts in production
  - Impacts in supply chain
- Pilot should:
  - Be fast
  - Minimize operational impact
  - Minimize major changes
  - Minimize validation impact
  - Minimize installation
- Aligned with ANVISA through ETCO

PILOT GENERAL DATA

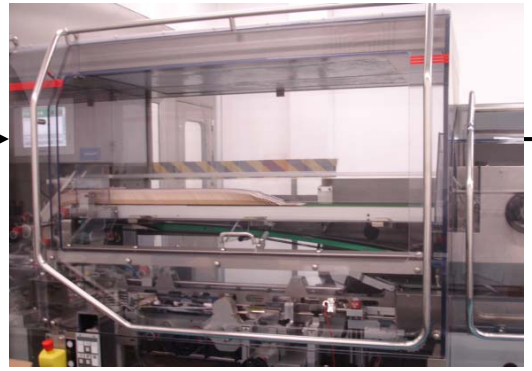
Product: Ponstan 500mg x 24 tablets

- Reasons for choosing this product and presentation:
  - Need for a fast track study;
  - Free blue area available for code printing - No need for artwork change;
  - Carton dimension;
  - Processed in complete automatic line – good to identify potential challenges in a medium/high speed line;
- Equipment: Laser printer, 2D code reader and Stand alone Data Management System – “shared skid”

PILOT EQUIPMENT



IMA C80



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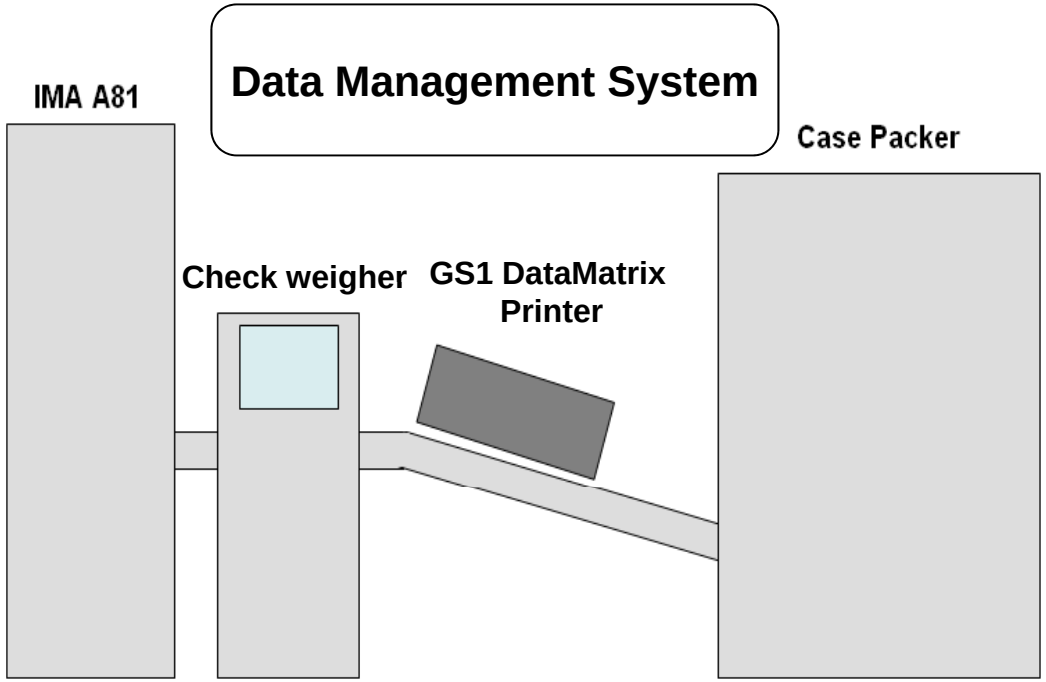
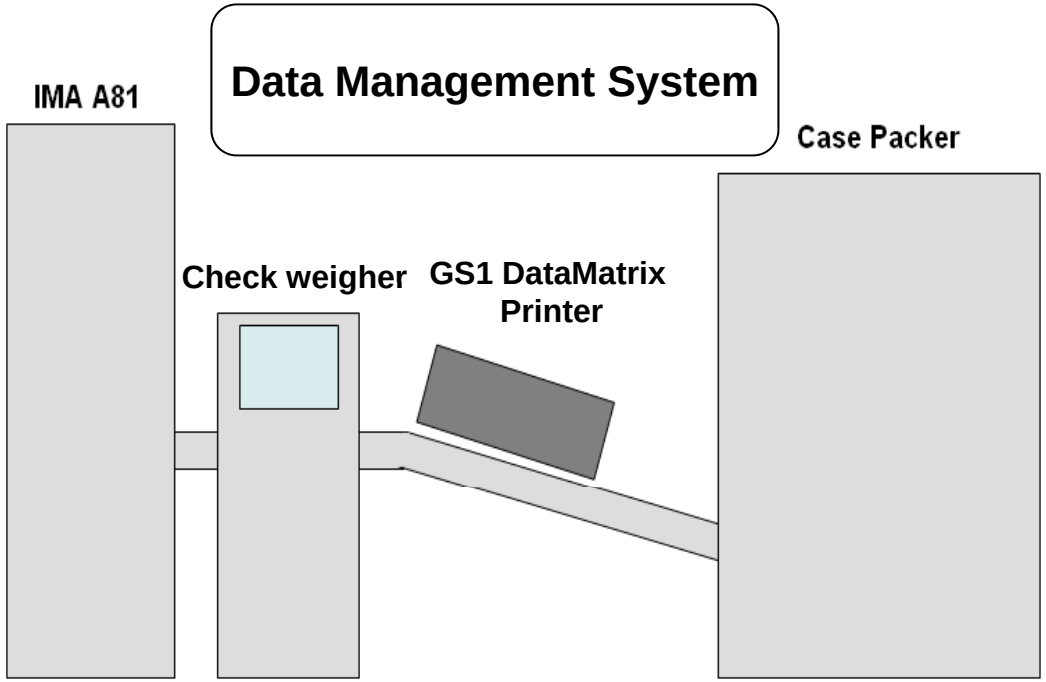
Caser Packer CP28



PILOT EQUIPMENT

Stand Alone Data Management system



Printing devices

Code reading devices

PILOT SCHEMATIC

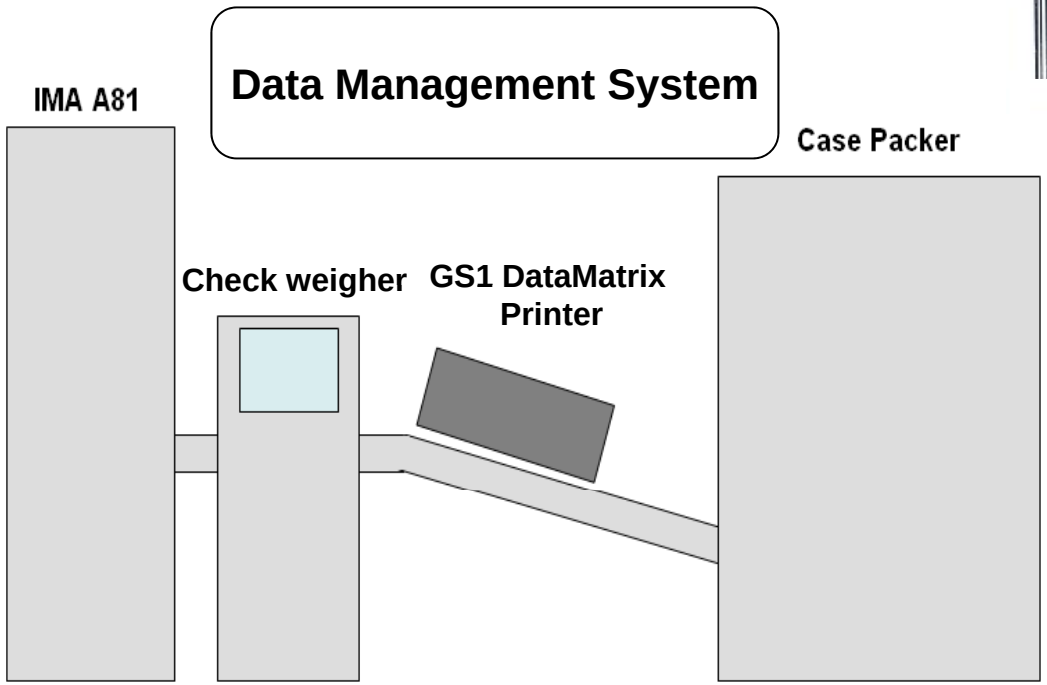
Carton information

01 – GTIN 07891268118001
17 – Expire date (yy/mm/dd) 120531
10 – Batch 90430022A
21 – Serial PFZR00000000000000051

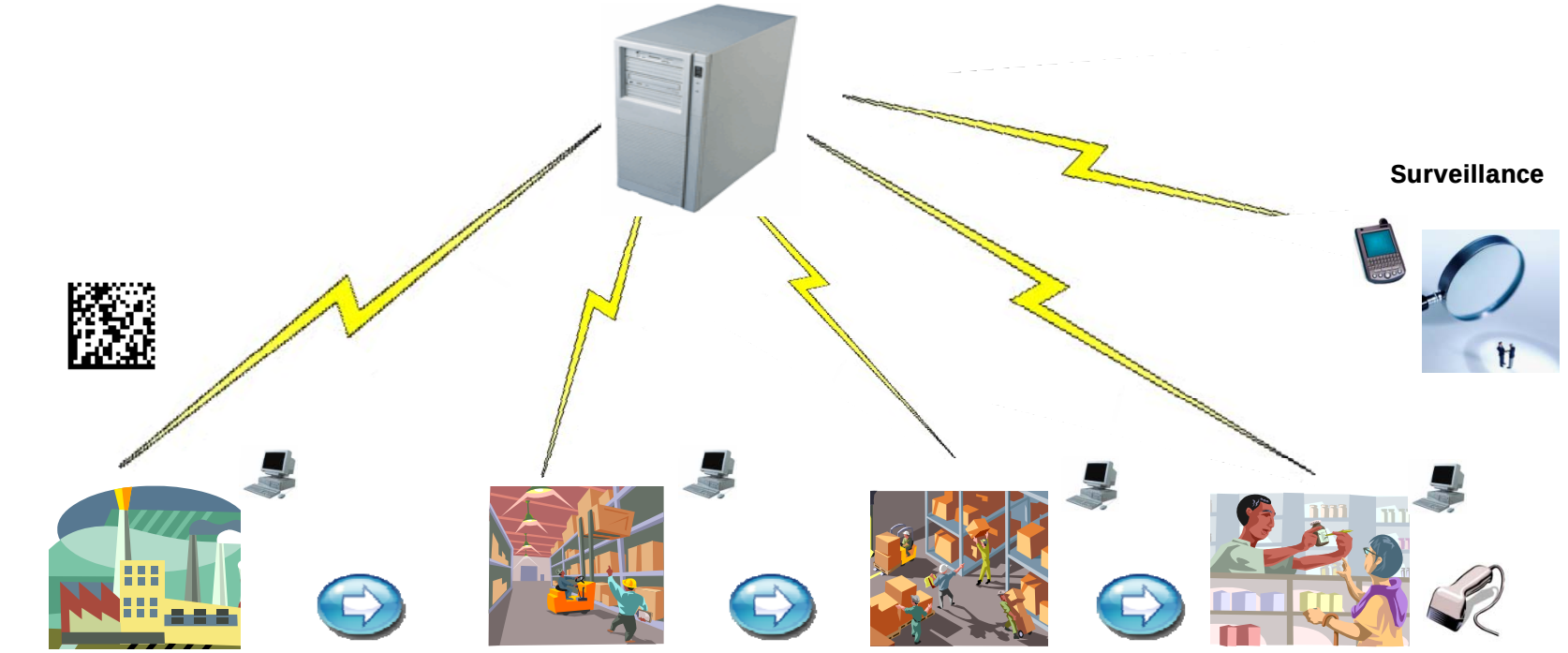
Shipping box information

01 – GTIN
30 – Units in the shipping box
10 – Batch
15 – Best before date (yy/mm/dd)

Shipping box serial number
(not available in the GS1-128 bar code)



PILOT LOGISTICS



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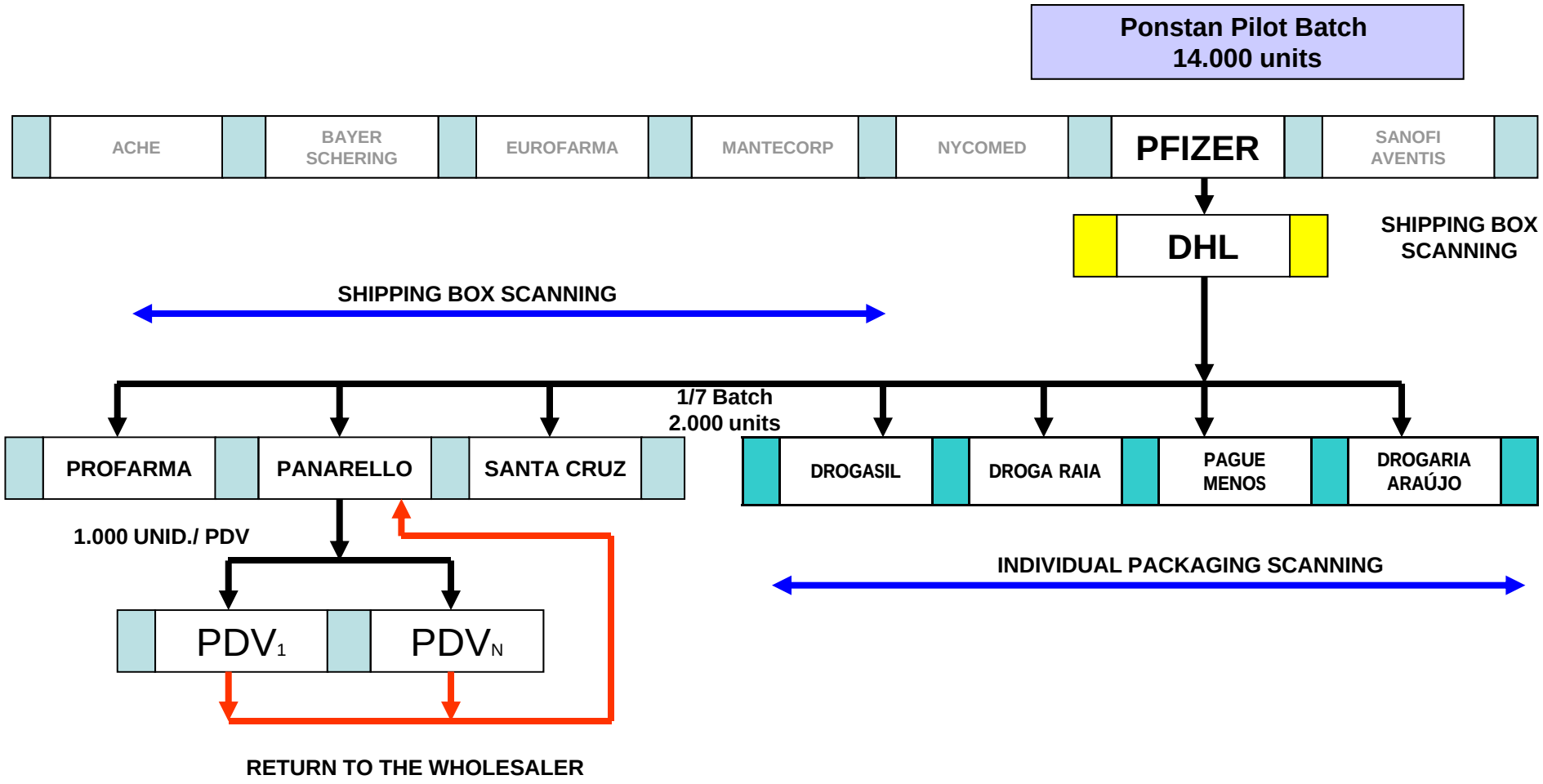


LEARNINGS

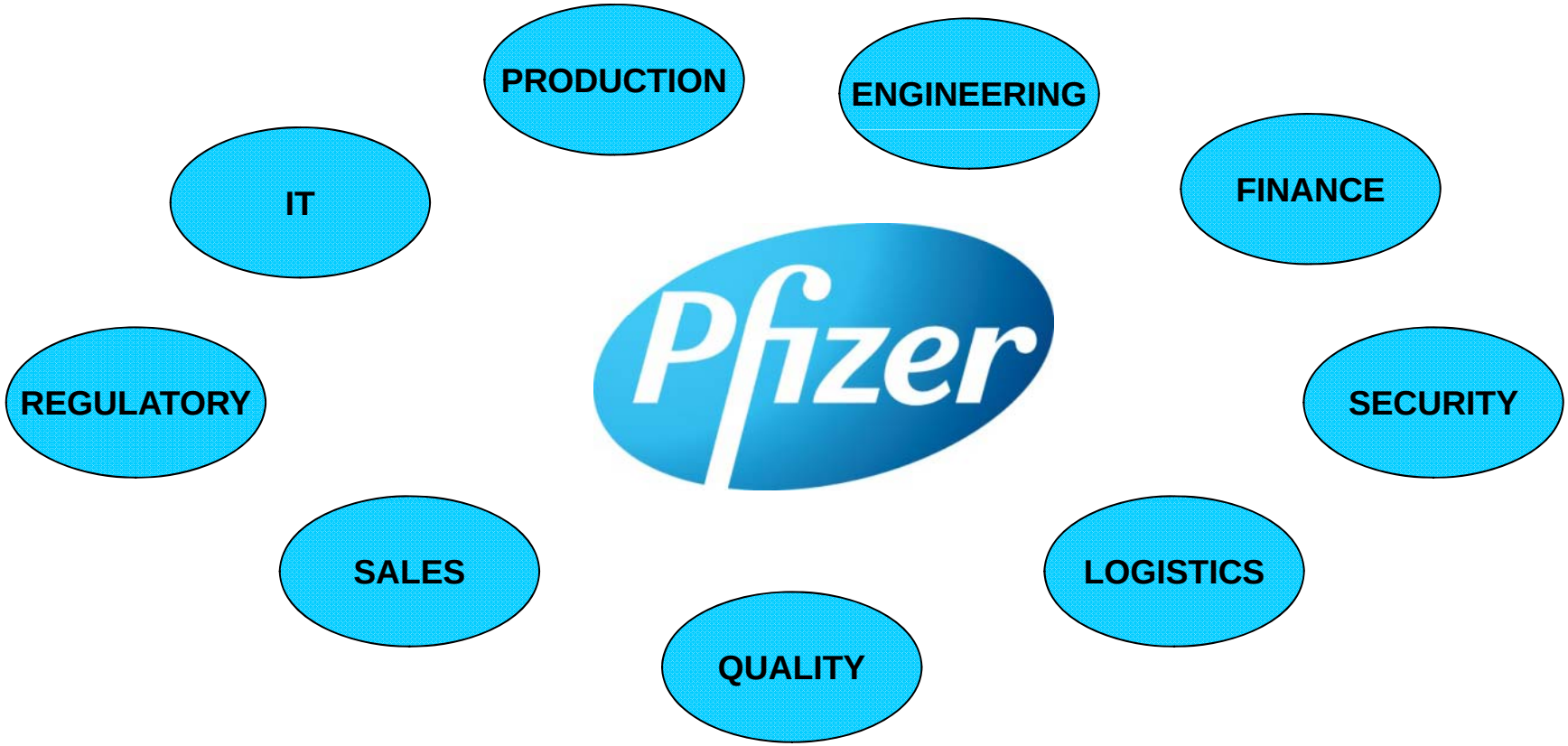
- **Design for each line is different;**
  - **Average output can drop-off with inappropriate design**
  - **Vibration can affect print quality / productivity**
  - **Parent-child relationship to be done as close as possible to the shipping box assembly;**
- **The code to be at the upper part of the carton**
  - **Parent-child relationship with lower probability to errors in the line**
  - **Easier to check / track in the supply chain**

LEARNINGS

- **Artwork;**
  - **Carton design must accommodate code dimension**
  - **2D code should be in a area that allows color contrast**
  - **Better readings in square 2D code; Rectangular 2D code possible**

LEARNINGS

System

- Serial numbers database must be integrated with the companies systems (ERP, Fiscal, Customer Service, etc);
- 2D technology already in use – more feasible to develop integrated T&T system
- Codification at line simplifies controls
- Technology with minimum impact to factory lay outs – less probable to require building expansions x changes

Thanks for sharing our experience!