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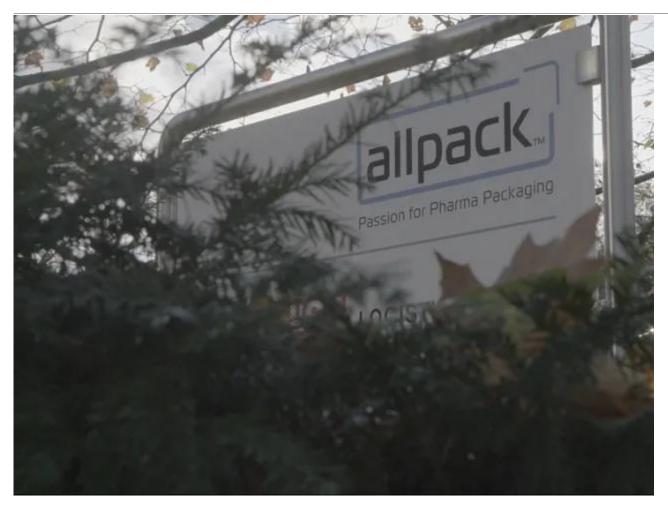# Choosing a Trusted Serialization Partner: The Actelion-TraceLink Story

When it came to choosing a serialization solution, Swiss pharmaceutical company Actelion knew they needed a partner with global capabilities, and with a model that would support their network of contract manufacturers. Hear the Actelion team explain their criteria for selecting a partner, and why TraceLink checked all of the boxes.

VideoSerial Number ManagerGlobal Track & TraceSerializationBrazil, **China**, **European Union**, **Russia**, **United States**
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