RESOURCES

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Case Study: IBSA | Using
Serialization to Ensure Product
Integrity



When counterfeiters and tampering threatened IBSA Italy's brand and reputation, they turned to their EU FMD serialization team to protect the quality and authenticity of their products. Learn how they used serialization to regain control of their image and ensure the integrity of their product. IBSA's poster, "Unique Identification Code for Dermoaesthetic Products," was one of two winning posters out of 11 featured during FutureLink Barcelona's interactive Poster Sessions.

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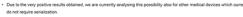
Success Metrics - Results & Feedback





Objectives







UNIQUE IDENTIFICATION CODE FOR DERMOAESTHETIC PRODUCTS

IBSA's Internal Serialization Procedure for Medical Device Products

Authors: Maddalena Rizzi, Production Manager in IBSA Italy, Carmen Vigorelli, Sr. Sales Manager, IBSA Switzerland

Business Challenge & Solution

The project was carried out by the same Team that implemented the Serialization project in IBSA Italy.

The automatic generation of the SN is carried out through the already existing software on the packaging line. Key People Involved in the Project: Dermoaesthte and the Packaging Development Dept. (Manufact.)

Key Activities and Resources

GTM (01) 8033638960911 L(01) 180 180-019 EXP (17) 2021 01 SN (01) 90001 PROFHILO®

Resources required:



Recommendations



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Case Study Serialized Product Intelligence Global Track & Trace

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