



Pharma security solutions

Winning the battle against counterfeiting and tampering

Drug counterfeiting is a major global problem. Patient safety is compromised by product manipulation or substitution, and manufacturers can experience damage to their brand image, sales and revenue.

European Union Directive 2011/62/EU, article 54(o), is designed to prevent “falsified medicines” entering the legal supply chain and reaching patients. It applies to all prescription and most over-the-counter medicinal products (except radiopharmaceuticals) and requires outer packaging to reveal any tampering, from 2019 onwards.

Avery Dennison offers a broad portfolio of anti-tamper and anti-counterfeiting pharma labelling solutions to reduce the risk of packaging falsification; including VOID labels, destructible labels and box damage films.

PORTFOLIO CHARACTERISTICS

- > A broad anti-tamper and anti-counterfeiting portfolio
- > Supports compliance with EU Directive 2011/62/EU, article 54(o)
- > Protects patient safety and brand reputations
- > Full technical support for ‘layered’ custom solutions
- > Basic features through to high-end technologies

APPLICATION AREAS

- > Prescription medicines
- > Over-the-counter medicines
- > Brand protection



Tamper evidence labelling

Security Feature

	Product Name	Code	Security Feature				Box Varnish	
			Room Temperature Storage	Temperature stability 50°C	Destructible Film: Label Damage	VOID	Waterbased Varnish	UV Varnish
Clear Film	PP NG TOP CLEAR S788P-BG45WH	BF746	●	○			●	
	PP NG TOP CLEAR S700-PET30	AN873	●	●			●	
	SHARP TEAR CLEAR S4700 INC-BG40WH	AU380			○		○	
	PP NG TOP CLEAR S799P-BG45WH	BJ722	●	●			●	●
	PP NG TOP CLEAR S799P-PET30	BK834	●	●			●	●
	ACRYLIC CLEAR UD S799P-BG45WH	BK392			●		●	
	VOID PP50 CLEAR S799P-PET30	BK487				●	●	●
	FLEXSECURE 36 CLEAR S700-BG45WH	AO669				●	●	
White Film	SHARP TEAR WHITE S4700 INC-BG40WH	AU381			○		○	
	FOAMTAC IIS2000N-BG40WH	AA717			●		●	●
	PVC SEMI GLOSS WHITE UD-S2000N-BG50WH	AZ426			●		●	●
	PVC MATT WHITE UDS690-BG50WH	AF765			●		●	●
	PE HD TAMPEREVIDENT WHS3100-BG45WH	AI881			●		●	●
Other	FLEXSECURE HOLOGRAPHIC	AI307				●	●	●
	FLEXSECURE SILVER-S700-BG45WH	AR443				●	●	●

Applicable or box damage under the label area

○ Low ● Medium ● High

Please contact your technical sales representative to develop customized products with covert security features.

BRAND PROTECTION

Brand protection label technologies are extremely versatile, including overt, covert and forensic security solutions.

- > Entry-level security features are created using different security papers, holograms, threads, tamper-evident labels and VOID labels
- > More advance protection can be achieved with customized solutions such as holograms, UV fluorescent prints, microprint, customized security papers and additional features such as threads with microprint, colour shift inks and UV print
- > Additional high-end solutions offer the greatest level of protection. Using unique and personalized security features, such as infrared detection and forensics, label developers can incorporate unique components into a label to identify and track products.

Ultimately, the right label technology depends on precise application requirements.

Avery Dennison offers the portfolio breadth and the in-depth technical support needed to create dependable, compliant and cost-effective solutions in the pharma segment.

Technical sales representatives can help to solve this challenge and deliver functional and convenient packaging solution.



DISCLAIMER - All Avery Dennison statements, technical information and recommendations are based on tests believed to be reliable but do not constitute a guarantee or warranty. All Avery Dennison products are sold with the understanding that purchaser has independently determined the suitability of such products for its purposes. All Avery Dennison's products are sold subject to Avery Dennison's general terms and conditions of sale, see <http://terms.europe.averydennison.com>

©2017 Avery Dennison Corporation. All rights reserved. Avery Dennison and all other Avery Dennison brands, this publication, its content, product names and codes are owned by Avery Dennison Corporation. All other brands and product names are trademarks of their respective owners. This publication must not be used, copied or reproduced in whole or in part for any purposes other than marketing by Avery Dennison.

2017-09_18154EN



Label and Packaging Materials

North Asia

5th Floor, Hongye Park
1801 Hongmei Road,
Xuhui District 200233,
Shanghai, China
+86 21 33951888

South Asia Pacific and Sub-Saharan Africa

151 Pasir Panjang Road #03-13/16
Pasir Panjang Distripark, Singapore
118480
+65.6349.0333

Europe

Willem Einthovenstraat 11
2342 BH Oegstgeest
The Netherlands
+31 85 000 2000

Latin America

Rodovia Vinhedo-
Viracopos, KM 77
CEP 13280-000
Vinhedo - SP, Brazil
+55 19 3876-7600

North America

8080 Norton Pkwy
Mentor, OH 44060
800.944.8511