

Partnering with MSN for the customized FMD compliant security solution

In a pharmaceutical landscape rife with counterfeit medicines and stringent regulations, Avery Dennison envisioned a tamper-evident labeling solution that guarantees product authenticity and compliance while fostering consumer trust.



Counterfeit medicines have significant and far-reaching impact on both original pharmaceutical companies and the general population:

Economic Impact on Pharma Companies

- Revenue Loss
- Damage to Brand Image

Health Impact on People:

- Ineffectiveness or Harm
- Delayed Proper Treatment

Societal Impact:

- Public Health Crisis
- Strain on Healthcare Systems

Setting the stage: A partnership for innovation

To combat counterfeit medicines and proactively comply with the Falsified Medicines Directive (FMD), Avery Dennison, in collaboration with MSN Laboratories, worked on customizing their Dry Peel Tamper Evident label solution for the export market. The pharmaceutical industry faced a pressing need for tamper-evident packaging to deter counterfeiting and adhere to FMD regulations. These regulations are already in place in the developed nations. And it won't be far in future when Indian regulations set these in motion too. This case study highlights customized pharmaceutical packaging in adherence to the compliance ensures product authenticity and consumer safety for MSN Laboratories.

Navigating the hurdles: Confronting counterfeiting and compliance

Avery Dennison improvised their existing offering to enhance performance from origin to exports with improved efficiency on MSN Laboratories's high-speed machines, reducing rejections. MSN Laboratories required a solution to stay ahead of this mandatory FMD regulation and wanted something specifically designed to endure challenging conditions, including high humidity and transition conditions, while being easy for consumers to use.

A Breakthrough Solution: introducing Dry Peel Tamper Evident Labels

The Dry Peel Tamper Evident label is a unique, transparent, flexible filmic label that leaves a translucent Dry Pattern Layer on the substrate when tampered with. This tampered layer is easily visible to the naked eye, providing immediate evidence of tampering. The label's design ensures no adhesive tack is felt on the substrate or the peeled-off layer, minimizing contamination risks.

The Pressure Sensitive Dry Peel label enhances the consumer experience with its dry adhesive, ensuring the packets are easily recognizable if tampered with, thereby assuring the user of the product's genuineness.

“Avery Dennison jointly worked with MSN team and our converter to provide a solution that works more efficient on our high speed machines consistently with reduced rejections & improved performance. The newly developed ATD label design is so robust which had better adherence avoiding peel off issues and enhanced tamper evident features. Post choosing Avery Dennison as a label partner; our label issues had been minimized significantly and the overall label performance improved drastically and has a better longevity throughout the product shelf life to customers. Avery Dennison team was constantly been in touch with end users in taking the feedback of their product and was engaged with converters to bring out a best product that resolves the current industry concerns. Additionally, Avery Dennison’s local manufacturing enables them to be more prompt and innovate/customize the solutions to customer expectations in a much faster manner comparatively.”

Mr. Sekhar Babu Puli
Head - Packaging Development
MSN laboratories

Bringing the vision to life: Seamless integration and collaboration

There are several challenges involved in designing tamper evident labels for FMD regulation. . As a result of the hot, humid conditions, rough transportation and handling of the packets, the label should have a very strong seal, but also be consumer-friendly when it comes to opening the seal. Avery Dennison’s global reach and understanding of regulations allowed for the development of the Tamper Evident label to adhere to compliance . The synergy between Avery Dennison, MSN Laboratories, and converter resulted in a robust label design that met the multifaceted challenges of the export market.

Achieving success: Enhanced packaging performance and market readiness

The Dry Peel Tamper Evident labels significantly improved MSN Laboratories’ packaging performance, with enhanced adherence and tamper-evident features as required by FMD compliance. The labels’ compatibility with high-speed machines led to reduced rejections and improved efficiency. Local manufacturing and Avery Dennison’s technical service team ensured swift market delivery, meeting the urgent needs of the pharmaceutical industry.

Mr. Sekhar Babu Puli, Head - Packaging Development, MSN laboratories, said, “Avery Dennison jointly worked with MSN team and our converter to provide a solution that works more efficiently on our high speed machines consistently with reduced rejections & improved performance.

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He further added, “Post choosing Avery Dennison as a label partner; our label issues had been minimized significantly and the overall label performance improved drastically and has a better longevity throughout the product shelf life to customers.”

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Looking ahead: Continuing the journey of innovation and safety

Avery Dennison's Dry Peel Tamper Evident labels have set a new benchmark in pharmaceutical packaging, offering a secure and user-friendly solution to the challenges of counterfeiting and regulatory compliance. The successful collaboration with MSN Laboratories highlights Avery Dennison is committed to its customer's business success with unparalleled product superiority, customer satisfaction, reinforcing their position as a leader in the labeling industry.

For more details on Avery Dennison's labeling solutions, visit [Avery Dennison's website](#).

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