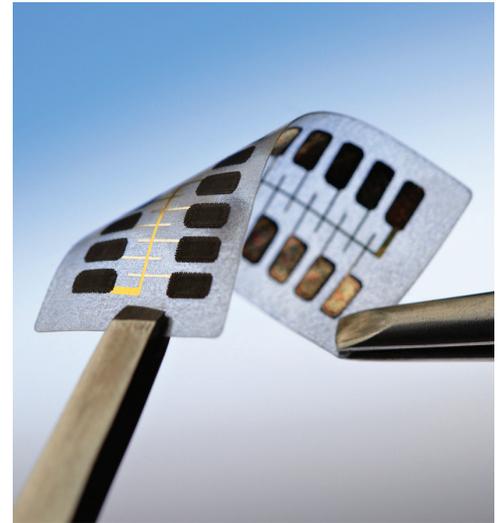


“Xerox® Printed Memory offers significant advantages over any other electronic verification solution we investigated, and gives us a highly secure label through the use of proprietary printed electronics technology. It’s a new solution which adds value to the needs of our clients all over the world, and represents the first step in our roadmap for using printed electronics in innovative systems to help improve overall patient adherence.”

– Richard van den Brink, CEO
Global Factories



Global Factories’ Revolutionary New Blister Packaging System Uses Xerox® Printed Memory for Pharma Security.

Xerox “Smart Consumables” solution delivers critical security and verification capabilities to the pharmaceutical industry.

Global Factories, a market leader in the field of medicine verification techniques, develops unique products to make personalized medicine distribution available for everyone. By combining breakthrough technologies with their extensive knowledge and worldwide network, Global Factories can ensure that the distribution of medicine is, and remains, efficient, reliable and safe.

The Business Need

Global Factories was looking for an authentication solution for its next-generation medicine pouch verification system – the Vandenbrink Blister Packaging Machine (VBM). The VBM provides automated filling of Global Factories’ unit- and multidose blister trays, which securely store patient medication and provide a visual blueprint of required daily intake.

Global Factories’ needed to give its clients the ability to efficiently and effectively confirm authenticity of the VBM blister trays while ensuring that only safe and qualified materials were used in their systems.

Each blister tray contains a matrix of 4x7 or 5x7 pouches depending on whether a patient takes medication 4 or 5 times a day. Each blister pouch is filled with a combination of every medication to be taken at prescribed times. The separate pouches help patients take the correct dosage and combination of medication throughout the day.

Global Factories’ pharmaceutical clients using the VBM need to ensure only qualified blister packs are used with their system. Unauthorized blister trays may not be compliant. Differences in the tray size or composition can create misalignment, cause breakage in the pouches, or prevent a pouch from sealing correctly. Any of these conditions could lead to improper dispensing of medication. In addition, the machine itself may be damaged by non-qualified trays, requiring costly repairs or replacement.

Xerox® Printed Memory for Smart Consumables increases a company’s Revenue stream by adding low cost intelligence to a product.

[Download the Information Brochure](#)
[Watch the video](#)

Xerox® Printed Memory for Brand Protection improves Supply Chain Integrity and will protect a company’s Revenue stream.

[Download the Information Brochure](#)
[Watch the video](#)

Global Factories, the global market leader in the field of medicine pouch verification, will use Xerox® Printed Memory labels for security and authentication in its new Vandenbrink Blister Packaging Machine (VBM).

[Watch the video](#)



The Solution

Global Factories chose Xerox® Printed Memory labels as its blister tray verification solution.

After evaluating a number of alternatives, Global Factories determined that Xerox® Printed Memory was the right choice for several reasons:

- Non-volatile and rewritable
- Uncopiable
- Small, flexible form factor
- Cost-effective
- Highly scalable
- Easy to integrate with VBM system

Xerox® Printed Memory labels contain a unique identifier and store critical information about the blister trays including the distributor code, a valid/invalid code, and the box ID, which stores the refill limit.

The VBM is able to verify the authenticity of the blister tray by reading the memory label when it is inserted into the dispensing unit. Once verified, the machine is unlocked and dispenses the pre-set limit of refills to the pouches.

The memory label is invalidated at this point, preventing further use of the same memory card. When the dispensing is complete, the VBM is locked again.

Additional information

The VBM system is a breakthrough in pharmaceutical packaging, and the incorporation of Xerox® Printed Memory represents a key milestone in the advancement of pharma security.

In addition to the packaging and checking of blister trays, the VBM uses a patented verification technique that makes distribution of medicine safer and more efficient than ever before.

Global Factories' revolutionary VBM was launched during the first quarter of 2015. Additional Global Factories' blister cards featuring Xerox® Printed Memory label systems are being introduced to key global markets throughout 2015 & 2016.

Xerox licensed proprietary printed memory technology, from Thin Film Electronics ASA, a Norwegian company and a leader in the development and commercialization of printed electronics.

About Global Factories

Global Factories is an international and multidisciplinary organization. By learning, understanding and listening to the needs of its customers, they are able to develop innovative products which are both forward-thinking and unique.

About Xerox

Xerox is a global business services, technology and document management company helping organizations transform the way they manage their business processes and information. Headquartered in Norwalk, Conn., we have more than 130,000 Xerox employees and do business in 180 countries. Together, we provide business process services, printing equipment, hardware and software technology for managing information -- from data to documents.

Ready to learn more?

Please contact PrintedMemory@xerox.com

For printed memory applications please follow these QR codes.



Brand Protection



Smart Consumables