

## Events

### Interpack 2011

For the first time The Coesia Group presented a 2000 square meter booth in Düsseldorf shared by 10 of the 12 companies and more than 26 machines and displays, providing a very impressive image. This left a very positive image on the many visitors. Not only Laetus' 35-year market presence, but also the strength of the Group, demonstrated the high investment security which is so significant today. The many innovations and solutions shown were a great attraction to the enthusiastic visitors.

A visit to Laetus section began with the 3D system where the visitor could see himself. Using an iPad to operate a wide range of camera systems created a lot of interest. This proves that Laetus is a step ahead in terms of flexibility and mobility. Whatever attracted the customer's attention, our staff provided professional and detailed information.



### Packaging control conquers the third dimension!

With the latest generation of POLYPHEM wt, Laetus is conquering the third dimension with impressive style and setting a new benchmark for the future of pharmaceutical packaging control.

The products to be controlled will no longer only be viewed in two dimensions.

The use of two high-resolution cameras, which inspect the same area from different angles, makes it possible to also evaluate the height information of the product.

Compared to a laser-based approach, this innovative stereoscopic approach allows an integrated colour evaluation of the products without having to use a second, separate colour system. In addition, the danger that the high intensity light of a laser may change the properties of a light-sensitive product is eliminated. For the same reason, special protective equipment to protect people from the light of the laser thus becomes unnecessary.

The advance into the third dimension is opening up completely new opportunities in relation to the security of pharmaceutical packaging control. Defects which previously remained undetected are now easily detected. Broken products and products with distortions on the surface are recognized reliably and rejected from the packaging process. The same applies for products which are positioned right on top of one another in a blister and would not be recognized by a 2D system. A lighting technique which has been adapted especially for three-dimensional evaluation even allows the control of products which have little or no contrast with the background.

Summary: The new generation of POLYPHEM wt from Laetus offers pharmaceutical packaging security in all dimensions!

## INSPECT goes colour

With the new "Colour Control" feature in particular, Laetus is positioning the INSPECT wt camera system as one of the leading applications for inspecting the quality characteristics of pharmaceutical products. The pharmaceutical industry is increasingly using colours to differentiate between products. Colour control is made possible by the use of a high-resolution camera, in connection with powerful evaluation software. The colour camera also amplifies the contrast, thus optimizing the reading result.

The Application Tracker will support the recognition of plain text in various rotational positions, for example for skewed labels. Prints on bottles which rotate can be inspected accurately from above.

The barcode decoding software from INSPECT wt has also been improved. It can now be used to inspect prints with reduced contrast. Automatic focus and compensation for small defects and vibrations or shaking are available. Despite this higher reading tolerance, the inspection remains extremely reliable; securely rejecting faulty packaging.



## SmartSpect and its many applications

The very flexible SmartSpect solutions will address three applications:

- SmartSpect ID Reader, reading all 1D and 2D barcodes, as well as PHARMACODE and OCR/OCV, is the first focus of development and should be available by late summer.

- SmartSpect Blister, targeting blister control on slower dynamic or static machines. This application will initially only be used in selected markets.

- SmartSpect Integrity solutions, which will cover presence inspections, pattern matching, distance measurement and grid integrity.

This compact all-in-one solution met with a great deal of interest. Companies with specific applications were especially enthusiastic about this Smart solution.

## COCAM wt

The compact COCAM wt880 camera was designed for applications which require common barcodes to be read. It can be used with in high speed applications and decodes and verifies all 2D stacked and bar codes printed in common marking processes.

The compact design makes it easy to integrate into most packaging machines. It can also be integrated into the Laetus web technology network. With the intuitive operation, its automatic focusing, live image and settings wizard make it really easy to operate. Training and diagnosis is quick and maintenance very minimal.

## **AUSPACK Melbourne**

This year on 22<sup>nd</sup> – 25<sup>th</sup> of March Laetus participated with the partner Concept Automation Pty Ltd in the Auspack Plus Exhibition at the Melbourne Exhibition Center in Australia.

“We were proud to represent and showcase our relationship and the quality products of Laetus GmbH” Mr. Richards, director of Concept Automation stated. On display were a two camera INSPECT wt system and a POLYPHEM wt system. Both systems on display and all other promotional materials were well received by the visitors who attended the show.

“The presence at the show was bolstered by the personal attendance of Mr. Thorsten Eiche of Laetus, Sales Manager Asia, which was greatly appreciated on our part. We are very proud of our representation at the exhibition which we feel was a great success. This was indicated by a strong recognition for both Concept Automation and Laetus in our Australian and New Zealand Market, along with the many new contacts made at the exhibition.”

Some interesting facts from the show: Total attendance to the show was 6854 visitors of which 50.4% were noted as attending for the first time and 77.4% were involved in purchasing decisions. 86.9% of attendees reported that they had achieved their goals by attending the exhibition.



## Track & Trace

### First steps in the EU's fight against counterfeiting.

Following the successful introduction of the law to serialize pharmaceutical products in Turkey in early 2010, known generally as the Turkish ITS Law (ILAÇ TAKİP SİSTEMİ), on February 16, 2011, the EU Parliament passed the proposal for a Directive of the European Parliament and European Council, updating and expanding Directive 2011/83/EC. The objective is to prevent the legal supply chain from being infiltrated by pharmaceuticals which are fake in terms of their properties, manufacture or origin.

As well as improved monitoring of the supply chain and regulations for Internet trade, the extension of the EU directive also includes the introduction of safety characteristics for prescription pharmaceuticals.

The question of what these safety characteristics might look like remains open, although the EFPIA proposal will probably be followed. A field study carried out by the EFPIA in Sweden and a white paper directed at the EU talks about serializing the smallest sellable unit using a data matrix code which conforms to GS1. As well as implementation in Turkey, the technical foundations have already been laid in France, too (CIP 13 Law). This makes introduction across the EU a probability, presenting pharmaceutical companies with the challenge of expanding their production lines to conform to this within the next two years.

Fulfilment of current laws, short integration times and the maximum level of performance and security are just some of the features for which Laetus products and solutions have been known for over 35 years. With Secure Track & Trace, the modular solution in the fight against product piracy, the company is a reliable partner for the packaging industry in this area, too.

The PrintSpectTTS@MV-50, presented at interpack, is ideally suited for precise serial printing and inspection of folding boxes for pharmaceuticals. The stand-alone application is based on the modular Laetus marking and verification system "Secure Track & Trace System" PrintSpect.

This allows both simple coding such as the French CIP, as well as the individual recording and serialization of folding boxes, in accordance with the provisions of ITS Turkey or EFPIA, to be put into practice. A complete E-pedigree solution, as demanded by the California Law, for example, can also be implemented. Thanks to its high-quality, the PrintSpectTTS@MV-50 offers high print quality and excellent Track-&-Trace performance.

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### Case stories are always welcome reading material

Laetus France together with Johnson&Johnson in Val de Reuil, France, has done such an article covering the many years they have done business together.

This story is available both in English and French via [marketing@laetus.com](mailto:marketing@laetus.com). We will be happy to mail you a copy.

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