

## SUMMARY

### Customer



Louis Widmer SA

### Partner

BetterTec

BetterTec Services GmbH

### Industry

Manufacturing:  
pharmaceutical and cosmetics

### Location

Switzerland

### Challenge

Louis Widmer needed to ensure compliance with the EU Falsified Medicines Directive (2011/62) for prescription medicines at its Swiss manufacturing facility in Schlieren; it needed a flexible, modular solution that could operate independently of its existing systems

### Solution

- Zebra ET50 Tablet Computer
- Zebra MP7000 Scanner Scale
- Zebra MC33 Handheld Mobile Computer
- BetterTec Services Serialisation Software
- Collamat Ü25 Tamper Evident Semi-Automatic Labelling System

### Results

- The serial numbers of all prescription medicines are now recorded and activated on Louis Widmer's packaging line, in compliance with the EU Falsified Medicines Directive; a tamper evident label is also applied on the secondary packaging material
- Fast, flexible, modular installation and operation independent of existing systems
- Easy-to-use, reliable applications and devices
- Service and SaaS packages deliver benefits such as ongoing user support, regular monitoring, advanced security and instant data updates

# Swiss Pharmaceutical And Cosmetics Manufacturer Ensures Anti-counterfeiting Compliance

Louis Widmer SA, based in Schlieren, is a Swiss cosmetics and pharmaceutical company, specialising in skin care and dermatology. The family business was founded in September 1960 by Louis-Edouard Widmer and his son Louis-Max Widmer. Today, the company has subsidiaries in Germany, Austria, Belgium, Luxembourg and the Netherlands and its products are sold worldwide.

## Challenge

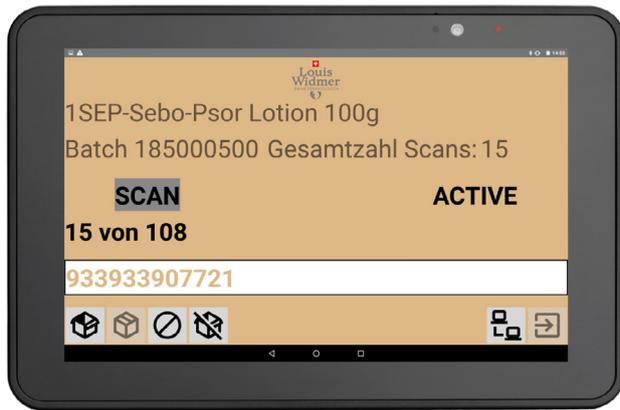
Louis Widmer required a high-speed serialisation solution on its packaging line, so it could scan, record and activate its prescription medicines' serial numbers as well as applying tamper evidence, in line with the EU Falsified Medicines Directive. As prescription medicines account for a smaller percentage of Louis Widmer's product portfolio, the deployment needed to be operated independently of its existing systems and be completely flexible and modular, so it could be easily removed when not needed. Louis Widmer wanted an experienced partner who could provide a bespoke, turnkey system at its production site and was recommended Zebra ISV and reseller, BetterTec Services, and Collamat.

## Solution

BetterTec has deployed a solution comprising Zebra hardware and BetterTec software (SaaS), with service, maintenance and initial training. Three separate software components, slightly customised to meet Louis Widmer's requirements, have been deployed along the packaging line and allow the flexible use of the serialisation system, as it is used for varying batch sizes.

Firstly, BetterID, which is a web service for the generation and administration of serial numbers that ensures random, non-duplicate serial numbers for printing on-folding boxes. This has been installed upstream and is independent of the existing printing line. Secondly, BetterPack, which is the android-based application installed on the Zebra ET50 Tablet Computer and the Zebra MC33 Handheld Mobile Computer. Packaging line teams use the reliable MP7000 for high-speed, accurate scanning of the enhanced, complex medication Data





Matrix codes and the data collected from the scan is then recorded in the BetterPack application on the robust ET50, or the MC33. Thirdly, tamper evident security labels are applied via the Collamat Ü25 System. And, finally, BetterBase, which is a web service that converts the data into a compliant format – in this case an XML file – and uploads all relevant product data and serial numbers to the international verification system, the European Hub, to activate the individual serial numbers. This ensures full traceability and compliance so, when pharmacists, many of whom use Zebra scanners, based anywhere within the EU, scan a prescription medicine manufactured by Louis Widmer, they can verify that the medicine they are administering is an original, authentic product, registered on the hub.

As part of its SLA, BetterTec offers user support and monitors, maintains and updates Louis Widmer’s solution on an ongoing basis via the cloud-based diagnostic tools in BetterMonitor; in this way, any issues can be resolved in a timely manner. Having SaaS ensures Louis Widmer also benefits from advanced security and instant software updates.

## Results

The reliable, easy-to-use serialisation solution ensures Louis Widmer is fulfilling its legal requirements in accordance with the guidelines set out in the EU Falsified Medicines Directive; and, most importantly, Louis Widmer has achieved this without needing to make any major changes to its existing systems. Indeed, the solution offers a high degree of flexibility, as, having been installed independently to the packaging line, it can be easily incorporated or removed, as and when needed, so as not to affect Louis Widmer’s current packaging line processes. The system was deployed in short timeframes, is easy to use, reliable and, being modular, it’s also entirely scalable. Louis Widmer would happily recommend the solution to other pharmaceutical manufacturing companies.

“We now have a semi-automated, stand-alone system to record and activate the serial numbers, as well as for applying tamper evident labels to the folding boxes of the prescription medicines we are producing, to ensure our compliance with the EU Falsified Medicines Directive. The generation of serial number is performed separately by a BetterTec software module. It’s great that BetterTec, with its customisable serialisation software, Collamat and Zebra Technologies, with its high-performance hardware, are partnering to provide pharmaceutical manufacturing companies like us with such a user-friendly, reliable and flexible solution.”

**David Oelsner,**  
Manager GMP Compliance  
& Quality Assurance,  
Louis Widmer SA



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