



FOR IMMEDIATE RELEASE

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Press Release

Print and Verify Track and Trace Codes

Systems from Pineberry Manufacturing handle flat or erect cartons.

Toronto, ON, October 17, 2018 – A major international pharmaceutical company contacted **Pineberry Manufacturing Inc.** It needed to serialize its products and support traceability throughout its supply chain to comply with the Drug Supply Chain Security Act (DSCSA) in the U.S., the Falsified Medicines Directive (FMD) in the European Union and other international market requirements.

The problem: Limited footprint and budget required a compact system to print and verify serialized codes on flat and erect cartons.

A few weeks later, the CartonTrac FC flat carton and CartonTrac EC erect carton series of packaging and pharmaceutical serialization systems were delivered. Flat cartons are placed on the Pineberry HSF 12 friction feeder and dispensed singly on a vacuum conveyor, which passes a drop-on-demand inkjet printer for application of variable serialized data. An integrated camera system verifies code data before the printed blanks move onto a shingling conveyor.

Erect cartons are placed onto a vacuum conveyor and travel toward a drop-on-demand inkjet printer for application of variable serialized data. An integrated camera system verifies code data before continuing to the packing department.

“Our CartonTrac series for flat and erect carton packaging and serialization systems are available as turnkey systems or as specialty feeding units integrated to existing structures,” explains David McCharles, President of Pineberry Manufacturing. He adds, “These robust units not only eliminate consumables and downtime, but also have a small footprint to fit next to automated cartoners, a work station or as a semiautomatic solution. Our ability to adapt to a large, changing industry with heavy regulations has



made us a trusted manufacturer in the pharmaceuticals and packaging industries. The Pineberry CartonTrac packaging and serialization series marks flat and erect cartons, bags, pouches, leaflets and other packaging materials to add track-and-trace information, barcodes, date and lot codes, UDI codes, labels, logos and inserts.... Our serialization systems produce the cleanest codes on the market, verified with an in-line reader and cannot be tampered with. Cartons are controlled with precision.”

With longer supply chains and rising eCommerce sales providing more opportunities for counterfeiters, regulations to serialize and trace products are or soon will be in place in more than 40 countries. Deadlines set to comply with the DSCSA and FMD are fast approaching. Manufacturers, wholesale distributors, repackagers and pharmaceutical supply chains face significant packaging line upgrades to meet current and emerging regulations, but can reap business benefits. With serialization, wholesalers are able to identify inventory down to a specific unit and track it internally. Pharma companies, contract manufacturers and contract packagers should have already been taking steps to ensure lines are serialization-ready.

[About PACK EXPO](#)

PACK EXPO International is the largest processing and packaging trade show in the world. Co-located with Healthcare Packaging EXPO, the event features a marketplace of 2,500+ exhibitors displaying processing and packaging equipment and technologies for virtually every vertical market, drawing 50,000+ attendees and offering free educational presentations in several venues on the show floor. Attendees include corporate managers, engineers, sales managers, plant managers, logistics and supply chain managers, manufacturers and production supervisors, brand and marketing managers, quality controllers, purchasers, research/development and package designers from a wide variety of consumer packaged goods companies (CPGs).

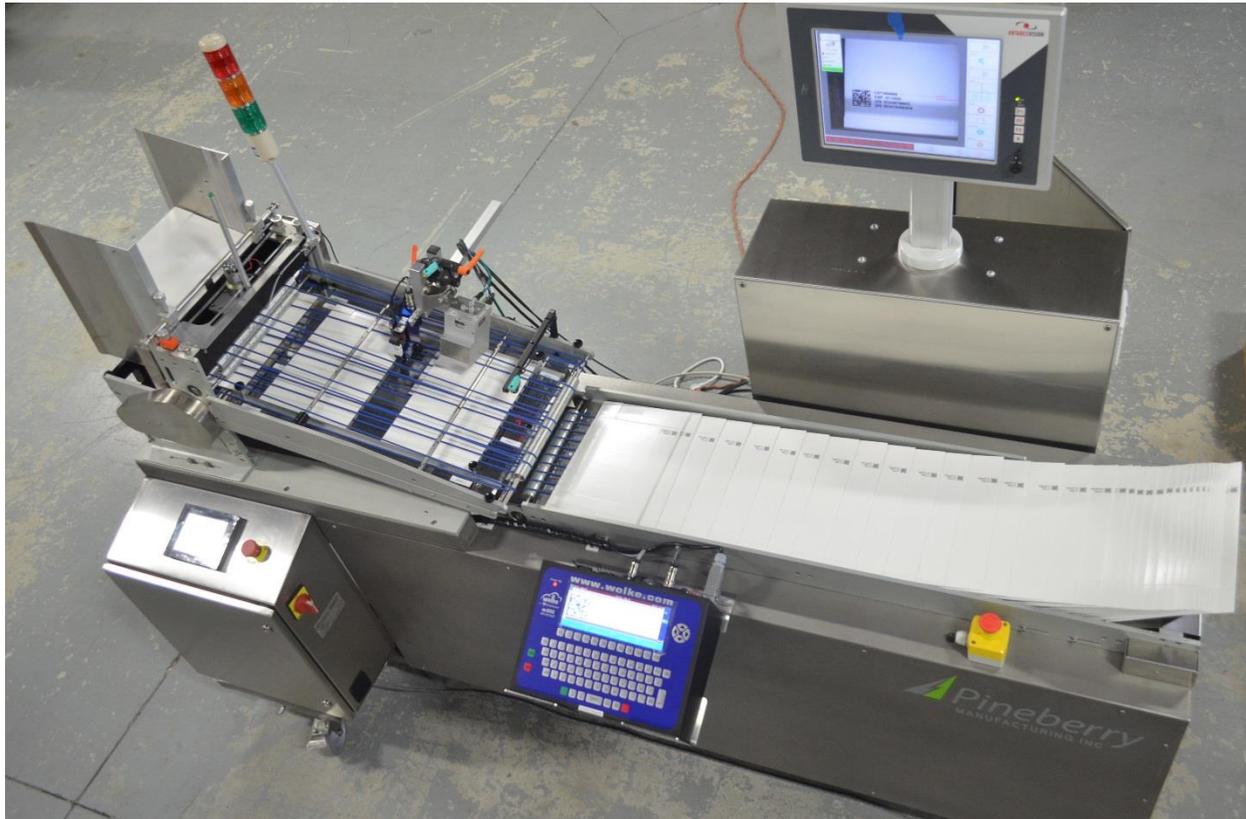
[About Pineberry Manufacturing Inc.](#)

Since 1984, Pineberry Manufacturing Inc. has been developing high-quality friction feeding, printing, packaging and custom automation solutions for the plastic card, packaging, distribution, food and beverage, pharmaceutical, graphic arts, and mailing and fulfillment industries. Additionally, Pineberry specializes in integration, working with OEM's and providing customized solutions for the most demanding environments. Whether it is a standardized friction feeder, leaflet feeder, feeding and labeling bags, feeding cookies or an integrated custom solution, Pineberry has the expertise to provide exceptional products to make your project a success.

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If you would like more information on these or other versatile innovations, please contact Chris Pereira at (905) 829-0016 or email chris@pineberryinc.com.



Pineberry CartonTrac FC flat carton serialization system prints and verifies serialized codes on flat cartons.



Erect cartons are coded and verified on the Pineberry CartonTrac EC erect carton packaging and serialization system, which can be installed as a standalone unit or integrated with other equipment.