CCL

CCL Healthcare is a leader in digital printing for the Pharmaceutical and Life Sciences industries. With than 13 on-demand printing facilities worldwide growing) utilizing digital printing under cGMPs. Conveniently located all over the globe, CCL work companies of all sizes to develop digital printing strategies that lower cost and increase revenue.

Advantages and Benefits of Digital Printing:

- Reduced Lead-time
- Reduce Inventory
- Eliminate Obsolesce
- Superior Print Quality
- 100% Electronic Insp
- Variable Data and Se
- Personalization
- Flexibility for Design

CCL

Product
AUTHENTICATED

Advancements in Digital Brand Protection

Digitally printed brand security features have come a long way and the offerings are going above and beyond to provide intelligent solutions. Currently, digital printing can print variable data in a variety of locations throughout the artwork of the label such as across the label, hidden in the middle, or on a layer below the label. Digital printing is capable of providing randomization, micro-text in invisible ink, UV ink, Infra-red ink, **rainbow secure**, **Authentix** and more options to prevent product counterfeiting and diversion.

Some digitally printed brand security features have multiple purposes or touch points such as the ability to collect vital information from the end-user/customer. This is accomplished by instructing them to scan the item, and then it can populate a website, a video, sweepstakes, register the product, or participate in a survey.

Enter your email address for $5.00 off your next refill.

Email

Advancements in technology that enable printers to utilize different ink types, a broader range of materials, and other security options that were exclusively available for Flexographic (flexo) printing. New custom inks in canisters allow for unique specialty security ink technologies in different wave lengths such as invisible red ink, invisible yellow and blue, fluorescent inks, and more.

Lower-Cost Solutions can be Layered

The approach of layering brand security features on a label is not new, but it is one of the most effective safeguards and deterrents in the brand security strategy. Flexographic printing with additional equipment allows for serializing labels, digital printing takes serialization to the next level. Printing on a digital platform allows you to serialize a 2D barcode, you can add matching human-readable serialized numbers.

The human-readable can be layered in a second location utilizing another feature like IR ink. You can increase your brand security by adding a third layer, this time using micro-text and invisible blue ink. Adding a forth, fifth, or sixth layer of security is not a problem utilizing a digital press.

Click to view video.

Micro-text and Invisible Blue Ink
Invisible Ink Cannot be seen in normal light and dark conditions. The markings are seen by shining a specified UV Light.

The Power of Serialized Barcodes

Serialization is a deterrent that has low-cost options for defense (invisible serialization in multiple locations, serialized micro-text, other inferred and UV serialized inks), and many possibilities. Micro-text is used for anti-counterfeiting due to its difficulty to locate or replicate. It is not visible to the naked eye but can be seen through a magnifying lens to verify authenticity.

Serialized 2D codes such as Data Matrix and QR Codes can be applied directly to several products. There are multiple purposes for serialized 2D codes such as consumer engagement, track and trace, and product authentication. Serialized 2D codes create a unique identifier for each individual package providing critical information for track and trace, diversion, authentication.

The codes can be programmed to carry specific information such as the type of medicine, the dosage, the lot, expiry, even where the label was printed. This essentially creates a digital copy of the product. Once the digital copy of the product is created, the barcode when scanned can reveal pertinent information about the products' location.

Why is this important?

Imagine a truck of medicine bound for Wyoming is stolen and the medicine ends up in Florida. One single scan of medicine in Florida will not provide you with a significant amount of information, but 300 individual package scans can provide you the location of where your shipment diverted to.

A low-cost solution like a serialized 2D barcode can ensure the integrity of your product and provide the pedigree and transparency in the supply chain to ensure the consumers that the product they have is indeed the real product.

Best of both worlds: The Hybrid Approach

What is Hybrid Printing for brand security? Hybrid printing is using more than one technology to print a label, for instance, digital and flexographic.

Hybrid printing is an effective solution for brands that are looking for additional features that are not available on digital presses. Limited additional features can be added to the finishing process. CCL has a custom way to reinsert a digitally printed web into a flexographic press and a flexographic web into a digital press.

Why Printing Digital or Flexo Matters

For labels that are long sizes, printing the graphics can be inefficient in a digital press. Instead, the graphics are printed on a flexographic press, the web is re-inserted into a digital press to leverage the variable data or features that are only available through digital printing. On the other side of this, you may want to print digitally for various reasons, but the security features need to be printed on a flexographic press. This is due to the need for several printing stations that the finishing equipment cannot provide or for the simple fact that the feature you need to print is not available on a digital press.

Adding digital-only features may limit your options. CCL Healthcare uses a flexo press with several print stations on its finishing equipment where more brand security features that are not available through digital printing can be added. CCL Healthcare can print the base graphics and features on a flexographic printer and re-register on a digital press to add additional features or do the process in reverse. Printing the digital features first and re-register to a flexo press with up to 12 colors finishes.

Invisible Yellow-Ink QR Code

Driving Innovation

Digital printing is making great progress in brand security. It may not be the only solution you use today, but one day it may be. We acquire new equipment to provide innovative products to fit our customers' needs.

CCL Healthcare is a leader in both digital and flexo label printing technology and innovations. Packaging and Labeling Innovation Specialists can help determine what type of press is right for your project. CCL's products are superior in quality. CCL Healthcare products are produced in FDA and cGMP certified facilities worldwide under ISO standards.

Download our case study, *Strong Partnerships Build Stronger Brand Security* to gain insight on what brand protection can do for you.

DOWNLOAD CASE STUDY

About CCL

CCL Healthcare, a division of CCL Label, is focused on producing secondary packaging within cGMP facilities. We pride ourselves in partnering globally with companies of all sizes and manufacturing our products locally to our partners. That is why we have over 30 cGMP facilities worldwide and are growing. With over 65 years of printing experience, CCL Healthcare knows quality matters.

That is why we have invested heavily into 100% Vision Inspection Systems and deployed the most rigorous Quality Assurance process in the industry. What does this mean for our partners? CCL Healthcare is dedicated to providing our partners with the lowest cost of ownership in the industry. Our products are designed to increase packaging line throughput, minimize the investment in equipment, and deliver the highest quality products on the market.

For more information:

CONTACT NAME
Karl Hoelper

COMPANY NAME
CCL Healthcare

EMAIL ADDRESS
Khoelper@cclind.com

PHONE NUMBER
609-490-3032

ADDRESS
120 Stockton Street
Hightstown, NJ 08520

WEB ADDRESS
www.CCLHealthcare.com