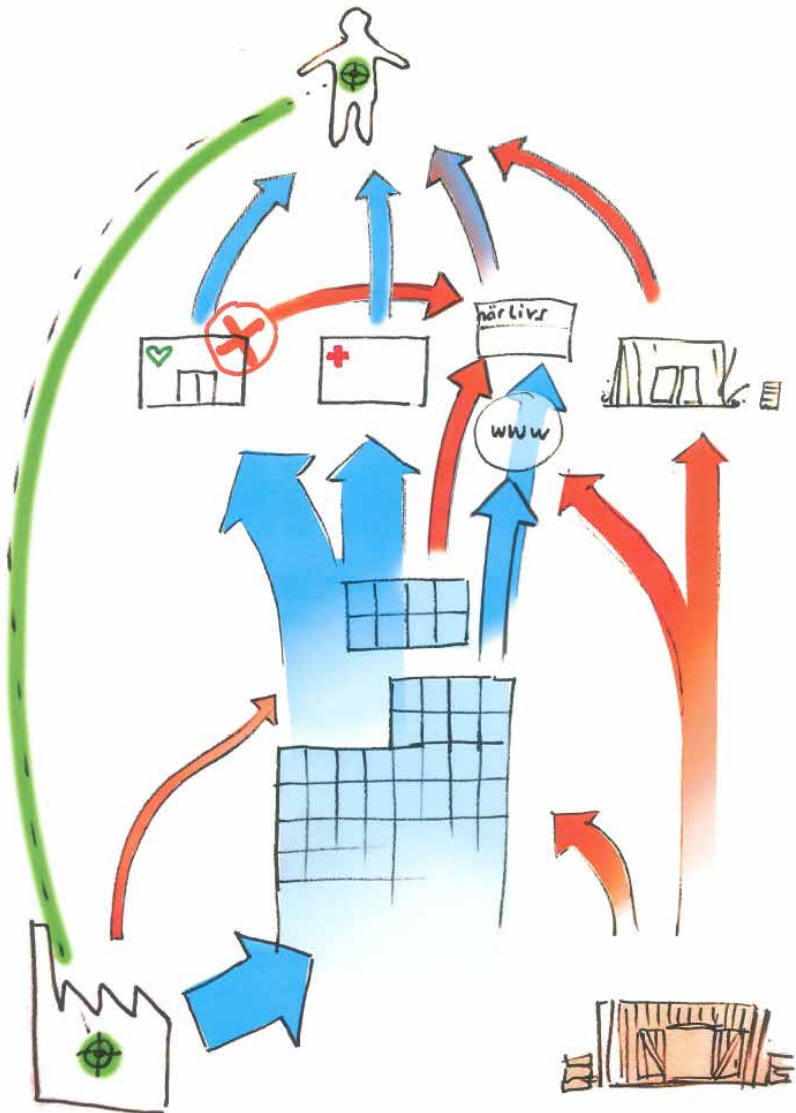


SMEDPACK – Sustainable and Secure Medical Packaging





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BACKGROUND

Each year around 700 000 people across the world die as a result of counterfeit medicines. Illegal operators are making huge profits with little risk of detection and punishment, but with serious consequences for society. The illegal trade is a growing global problem as counterfeit medicines are now increasingly infiltrating the legal distribution chain. To solve the problem, we need technical solutions to create more secure pharmaceutical packaging, but also better cooperation between authorities and various stakeholders, both nationally and globally. This includes improving communication within the industrial network of manufacturers, wholesalers and pharmacies, but also the end user – the consumer – needs to be involved in the security process.

ABOUT THE PROJECT

In the current phase of the project, Smed-pack3, we will be improving the security of the legal pharmaceutical supply chain by:

- introducing innovative and cost-effective security seals on packaging solutions that we have developed during the previous phase
- continuing to identify plausible counterfeiting scenarios and how these can be effectively countered through improved logistics processes
- enabling the consumer to identify counterfeit medicines on the basis of the appearance of their packaging and/or using an app-based solution
- investigating how packaging solutions and data verification can be combined and internationalised.

In addition to improving the security of the legal pharmaceutical supply chain, the project also focuses on:

- strengthening collaboration between stakeholders in the Swedish pharmaceutical supply chain
- developing cost-effective security solutions for pharmaceutical packaging
- exploring ways to make the consumer more involved

Working together we have over the past 3 years developed security seals for folding cartons, plastic bottles and so-called flowpack packaging (a flexible type of packaging). This involved using old and new materials, as well as different types of conversion equipment.

We have tried both radical and more conventional solutions. Seven different packaging solutions with several iterations were tested and evaluated by manufacturers, converters, distributors as well as different end-user groups. The end result: the best range of solutions for each type of packaging.

VISION

Smedpack's vision is:

- a legal production and distribution chain where counterfeit medicines never reach the consumer
- new partnerships and innovative solutions
- significant growth for several of the project partners
- multiple spin-off effects
- established channels of communication that are used by all parties involved

PARTNERS – SMEDPACK



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