

# GETTING UNPRECEDENTED BENEFITS BY COMBINING SERIALIZATION AND AGGREGATION



## How Galderma plans on going beyond compliance

### CASE STUDY



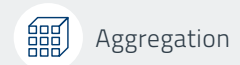
Skincare  
Products



Pharmaceuticals



Product Serialization  
and Authentication



Aggregation

### CUSTOMER PROFILE

Galderma is a **global leader in dermatology** and operates distribution centers and manufacturing plants in France, Sweden, Germany, Brazil and Canada.

Backed by its **40 years of expertise**, the company provides high-quality, science-based products such as treatments for acne vulgaris, rosacea, atopic dermatitis, skin cancer, and esthetic and corrective dermatology.

### CONTEXT

Galderma had to comply with various serialization regulations (i.e. the **EU FMD** in Europe and the **DSCSA** in the United States) and considered OPTEL as an upstream partner that could help the company assess current and future laws as well as **provide expertise on how to comply**.

Galderma was very forward-thinking in its process: the company's lines were serialized and **aggregated at the same time**, even though it was not mandatory to implement aggregation yet. The Galderma team had therefore anticipated and planned for the upcoming 2023 aggregation requirements.

In addition to compliance, Galderma wanted to **better coordinate warehouse operations** and needed to simplify **reconciliation and product management processes**. The company also wanted to improve operational efficiency and optimize all of the reverse logistics processes, including **product recalls and returns**.

### CHALLENGES

Since Galderma has such a **large production volume**, it was crucial that the production data align perfectly with the contents of the pallets and that **each product be assigned its own serial number**. If one of these serial numbers were missing, the production data would undoubtedly be inaccurate. This was a very critical issue, as this data must be sent to government entities for very strict **mandatory verifications**. Therefore, **accuracy was key**.

**Product reconciliation** was also a challenge for Galderma, as resources were needed to complete this task manually. When the **number of physical products** was different from the number of serial numbers, these resources had to spend a lot of time investigating and trying to understand why and how this discrepancy occurred.

### SOLUTIONS

Galderma used multiple OPTEL serialization and aggregation solutions to not only reach **specific goals** but to **comply with serialization regulations**.

By integrating serialization in its manufacturing plants, Galderma was able to assign a **unique serial number** to each product simplified product authentication. A completely automated packing station, part of OPTEL's wide range of solutions, was also implemented to **identify and verify** products and containers using cameras. The production line is now **aggregated**, i.e., a **"parent-child" hierarchical relationship** was created between the unique identifiers assigned to packaging containers, so Galderma now knows exactly **which product is in which container**.

According to Galderma, the **personalized assistance** provided by the team as well as the **very capable technical support** are some of the differentiators of OPTEL's offer. The solutions stand out because of the **technological superiority of the equipment** and the quality of cameras, software, and inspection and vision systems.



## IMPROVEMENTS

Besides **complying** with regulatory requirements, the benefits have been tangible and measurable for Galderma, since many of the processes were **optimized** by the implementation of serialization and aggregation solutions.

Galderma now has a lot **more visibility** on production, and it can also identify **which numbers correspond to the excess or shortage of products**, as the case may be, and pinpoint exactly which product is in which container, which pallet, etc., as well as the corresponding number of products and their serial numbers. As such, the company can now carry out complete **product reconciliation**, and reverse logistics, such as potential **product recalls**, is greatly simplified. Moreover, product reconciliation no longer has to be done manually.

## GALDERMA GOING BEYOND COMPLIANCE

Today, Galderma is already preparing for what's next, including compliance with upcoming regulations for products processed in Brazil.

After combining serialization with aggregation, which provided unique identification for its products, Galderma is now looking to **go beyond** compliance and stay ahead of the competition. Seamlessly implementing **traceability** in the company's operations with OPTEL's help would **enhance Galderma's brand even further**.

Traceability has numerous benefits, such as ensuring **product authentication** and **transparency**, which are in increasingly high demand. More and more, consumers are demanding that manufacturers **demonstrate product quality** and prove products are safe and ingredients are authentic, etc. Consumers increasingly want to be assured that the products they buy are not counterfeit and are as **high-quality** as the manufacturer claims. After serialization and aggregation, **traceability** will play a key role in satisfying these needs.

According to a 2018 survey conducted by Danaher, **ingredients** were the **most important packaging element** to health and beauty shoppers, followed by the **expiration date**.\*

This technology also allows consumers to **scan product codes** to learn more about them, the ingredients and sourcing, as well as where they were manufactured. Galderma could also use traceability to ensure **more transparency and gain visibility throughout the supply chain** by tracking the products. Serialization and aggregation regulation compliance are just the first important steps toward smarter supply chains and higher productivity.

\*Source: [emarketer.com/content/health-and-beauty-shoppers-look-for-more-info-in-store](https://www.emarketer.com/content/health-and-beauty-shoppers-look-for-more-info-in-store)

"OPTEL IS OUR **MAIN PARTNER FOR VISION AND SERIALIZATION SYSTEMS**. THANKS TO THEIR SOLUTIONS, WE WERE ABLE TO COMPLY WITH **SERIALIZATION REGULATIONS** IN A TIMELY MANNER, **WITHOUT ANY IMPACT** ON OUR CUSTOMERS."

- Antoine Tracq, Galderma

## CONTACT US

For more information on OPTEL's solutions, visit our website: [optelgroup.com/pharmaceutical](https://optelgroup.com/pharmaceutical).

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