

# GETTING UNPRECEDENTED BENEFITS BY COMBINING SERIALISATION 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 centres and manufacturing plants in France, Sweden, Germany, Brazil and Canada.

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

It is worth noting that 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 optimise all of the reverse logistics processes, including **product recalls and returns**.

### CHALLENGES

Since Galderma has such a **large production volume**, it is crucial that the production data aligns perfectly with the contents of the pallets and that **each product is assigned its own serial number**. If one of these serial numbers is missing, the production data will undoubtedly be inaccurate. This is a very critical issue, as this data must be sent to government entities for very strict **mandatory verifications**. Therefore, **accuracy is 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 than 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 serialisation and aggregation solutions to not only reach **specific goals** but also **comply with serialisation laws**.

By integrating serialisation in its manufacturing plants, Galderma was able to assign a **unique serial number** to each product, which, in turn, 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 with 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 **personalised 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** offered, 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 **optimised** further to the implementation of serialisation 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, like 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 and Russia.

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

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

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

- Antoine Tracq, Galderma

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, 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. Serialisation and aggregation regulation compliance are just the first important steps towards smarter supply chains and higher productivity.

\*Source: <https://www.emarketer.com/content/health-and-beauty-shoppers-look-for-more-info-in-store>



## CONTACT US

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

### NORTH AMERICA

OPTTEL Canada — HEADQUARTERS  
+1 418 688 0334

### NORTH AMERICA

OPTTEL USA  
+1 763 235 1400

### EUROPE

OPTTEL Ireland  
+353 61480965

### ASIA

OPTTEL India  
+91 832 669 9600

### SOUTH AMERICA

OPTTEL Brazil  
+55 19 3113 2570

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