

Pharmaceutical Specialties, Inc. “Hassle-free package coding solutions”



Featuring small character hotmelt inkjet coders
traceability of personal care products ■ ■ ■



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Rick Sandwick,
Production Manager,
Pharmaceutical Specialties, Inc

Name: Pharmaceutical Specialties, Inc.

Location: Rochester, Minnesota, USA

Founded: 1975

Staff: 60

Business: specialization in lotions, skin creams, hair care products and sunscreens

Annual Production: 500,000 primary packages coded annually

Hassle-free coding ■ ■ ■

Pharmaceutical Specialties, Inc. was on a mission. The Rochester, Minnesota-based manufacturer of personal care products that are free of common chemical irritants wanted to save on packaging costs, as well as to find coding systems capable of producing quality prints while operating clean and environmentally safe.

“We decided to overhaul our packaging operations and researched marking and coding equipment options for nearly six months, even visiting three customers of prospective manufacturers,” said Rick Sandwick, Production Manager at Pharmaceutical Specialties.

The company, which specializes in lotions, skin creams, hair care products and sunscreens for patients of dermatologists, allergists and pediatricians, wanted to find a way to automate and support their beginning-to-end of line marking, coding and labeling functions for its Vanicream™ product line. Pharmaceutical Specialties specifically wanted to eliminate the use of pre-printed, corrugated cases, and find an ink jet coder for its chipboard unit packages that involved the use of no messy inks or solvents.

“After all of our research into package coding technologies, we decided MARKEM gave us the best solution for our applications,” said Sandwick. MARKEM Corporation, a leading provider of identification systems, software, supplies and services for product marking and coding based in Keene, N.H., was chosen by the company because they could easily meet all of their requirements.



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the team to trust ■ ■ ■

Hot melt solutions ■ ■ ■

Pharmaceutical Specialties purchased MARKEM Corporation's 5000 Series Hot Melt Ink Jet Case Coder System and a 9064 Ink Jet Coder. The company was looking for a case coder to print quality graphics, lot numbers and expiration dates on shipping cartons while maintaining ease-of-use. Finding an ink jet coder that solved the problem of ink smudging on the unit boxes was also a priority.

Pharmaceutical Specialties, Inc. was in need of coding systems capable of producing quality prints while operating clean and environmentally safe.

"The 9064 Ink Jet Coder has made a night and day difference," said Sandwick. "It combines efficient operation, an intuitive user interface, and instantly dry, crisp codes with no messy inks

or solvents to handle because of MARKEM's hot melt ink technology. This small character coder also has an easy-to-use control panel with simplified software." The modular design of the 9064 allows for quick replacement of components, and can be networked with other systems from a central PC to share production data.

MARKEM's 5000 Series Case Coder brought Pharmaceutical Specialties' shipping case coding to a new level. The 5000 Series is capable of printing on two sides of a box at the same time while maintaining integrity and legibility regardless of variations in corrugated or recycled content. Consistent, high-



quality images and high-resolution graphics and logos are printed from the 5000 Series utilizing instant-drying Touch Dry® hot melt ink technology, with inks available in black, blue, green and red. This unique ink technology keeps prints from weeping into the substrate.

Pharmaceutical Specialties, Inc. is now accomplishing its marking and coding package goals, and keeping up with the high-demand for their Vanicream™ products with MARKEM as a partner. "We were definitely looking for ways to save money but ended up with so much more," Sandwick said.

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