



**For more information contact:**

Suraya Adnan-Ariffin  
GS1 UK  
020 7092 3575  
[suraya.adnan@gs1uk.org](mailto:suraya.adnan@gs1uk.org)

**EU funded Pharma Traceability project team publishes successful pilot findings**  
***BRIDGE pilot reveals full supply chain traceability is feasible today***

London, 21<sup>st</sup> July 2009 - The BRIDGE (Building Radio frequency Identification solutions for the Global Environment) Pharma Traceability Pilot - the first project to implement an international supply chain-wide traceability system based on mass serialisation techniques - has published its findings, recommendations and conclusions in the project's Evaluation Report. The project team found that full supply chain traceability systems within an open, cross-border supply chain is feasible in the European Pharmaceutical sector. The full report is available to the public on [www.bridgewp6.eu](http://www.bridgewp6.eu) and [www.bridge-project.eu](http://www.bridge-project.eu).

The report provides an insight into the projects findings and includes manufacturer, distributor, transporter, wholesaler and pharmacy perspectives of the business case for pharma traceability. It also lists implementation recommendations for the European pharmaceutical sector and suggests future standards development work for GS1 and EPCglobal.

The BRIDGE project team concluded that the use of open systems information standards together with the hybrid environment of data carriers (GS1 Data Matrix and RFID) enables maximum interoperability. The data set used (product code, serial number, batch number/Lot code and expiry date), coupled with the EPCIS (Electronic Product Code Information Services), not only offers the required traceability for electronic pedigree but also recall systems, enablement of electronic flow of information to back office systems with resultant efficiency gains for inventory and financial reconciliation systems.

John Clark, Commercial Director of Athlone Laboratories (manufacturer) said, "The Pharma Traceability pilot has been a great success and demonstrated that full supply chain traceability is highly feasible in the pharmaceutical environment. The Evaluation Report sets the benchmark for future projects of this type – the lessons and conclusions it describes will be invaluable to industry and the regulators alike."



John Jenkins, Managing Director of supply chain consultants JJ Associates, who led the project commented: “The publication of the Evaluation Report represents probably one of the most significant milestones in the project’s three year journey. We believe it is a very valuable deliverable, and one which will make a significant contribution to other industry projects implementing full supply chain traceability. Everyone involved has worked hard to make the project a success. Special thanks are due to all our supply chain partners for giving their time and energy – without them we just couldn’t have completed the work involved.”

More information about the Pharma Traceability Pilot is available at [www.bridgewp6.eu](http://www.bridgewp6.eu)

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### **Notes to editor:**

#### **About BRIDGE Pharma Traceability pilot**

The BRIDGE Pharma Traceability pilot was part funded by the EU and conducted by a team of five Technology Providers working with nine supply chain participants representing the pharma manufacturing, logistics and distribution functions. It tracked, in a live operating environment, 15 different types of drugs, of different packaging forms, through their supply chain journey, from drug manufacturing/packaging plants in Ireland and the Netherlands, to their final destination, the pharmacy department at Barts and the London NHS Trust, all based on open system standards (GS1 and EPCglobal). The mass serialisation solution, utilising a mix of GS1 Data Matrix bar codes and RFID EPC tags at patient pack, case and pallet packaging levels, meets all current worldwide pharma regulations on authentication and track and trace and also addresses the current lack of supply chain visibility of goods shipments faced by the healthcare industry.

#### **Supply Chain participants included:**

Drug companies: Actavis, Sandoz and Athone Laboratories  
Distributors: Kent Pharmaceuticals  
Contract packer: Tjoapack  
Transport/Logistics services providers: Movianto UK and CPG Logistics  
Wholesaler: UniChem  
Customer/Recipient: Barts and The London NHS Trust

#### **Solution Providers included:**

Equipment and printing solution vendor: Domino Printing Sciences  
Technical design and software systems development: Melior Solutions Limited  
EPCIS services provider: VeriSign Inc.  
Project management, business consultancy and marketing: JJ Associates  
Consultancy of standards and RFID: GS1 UK

#### **About BRIDGE**

The Building Radio frequency IDentification solutions for the Global Environment (BRIDGE) project is being supported by the European Union’s Sixth Framework Programme for Research and Technological Development (FP6) with €7.5 million funding. It is a three year initiative dedicated to research, development, training and demonstration in the effective use of RFID based on EPCglobal standards.

The BRIDGE project focuses on business-based research, provision of information services and hardware (sensors, tags) and software development. This will lead to pilots, deployment and comprehensive training materials in the use of RFID in a variety of business sectors.

[www.bridge-project.eu](http://www.bridge-project.eu)