

PRESS RELEASE

PEAK Technology

Edelmann guarantees three-fold security

Heidenheim, 13 November 2015 | The “Delegated Directive” on the EU counterfeiting guideline published by the European Commission on 2 October 2015 aims to individualise the packaging of prescription medicines with serialisation codes to enable identification and traceability to be guaranteed. This guideline is set to come into force as from the 1st quarter of 2019. In addition, the packaging must have a tamper verification feature so that any manipulation becomes evident. Edelmann, the pharmaceuticals packaging systems provider, recommends pharmaceuticals producers to guarantee the identification of their products firstly via serialisation and secondly, in addition, by verification of the original packaging using security features such as those used in bank note printing.

In collaboration with Giesecke&Devrient, Edelmann has further refined the so-called PEAK Technology of the international technology Group in its production process. With immediate effect the three-dimensional security elements can be integrated not only into the board packaging but also into the paper used for leaflets.

The authenticity check for pharmaceuticals packaging can be conducted via a large number of security feature options. The series of features developed by Edelmann ranges from the visible – e.g. embossed, printed or punched icons as well as applications like open or semi-open security labels – all the way through to invisible elements, so-called “hidden images”, which can only be seen with special equipment. “Up to 20 features can be individually combined for a concept tailored to the specific product and counterfeiting risk”, Ulrich Dörstelmann, head of anti-counterfeiting at Edelmann in Wuppertal, said.

Security remains a challenge nevertheless. Modern scanners and colour copiers can nowadays reproduce virtually any two-dimensional design – coding – in a deceptively genuine way. PEAK, however, with its three-dimensional security feature, constitutes a seriously difficult hurdle for pharmaceuticals packaging

counterfeiters to overcome. “PEAK is not applied to the packaging, but is integrated into the material, the board”, Dörstelmann emphasised. The three-dimensional security feature is created via the combined printing and embossing of the packaging board. The name PEAK stands for “Printed and Embossed Anti-Copy Key”. Filigree visual and textural elements interlink to create a three-dimensional image that changes depending on the angle it is viewed from.

Edelmann has now refined the production technology even further. Whereas the generation of PEAK was already possible at Edelmann as part of industrial folding carton production, the integration of the security feature into the paper used for packaging leaflets was problematic. “In patient information production, the process of punching and embossing is not actually foreseen”, Dörstelmann explained. Edelmann has succeeded in integrating the embossing process into the rotary print process and has, as such, integrated PEAK into the leaflet too – generally produced on 35g to 60g lightweight paper.

For both patients and the pharmaceuticals industry, this means security³. The visible security feature on the pharmaceuticals folding carton can now be found on the information for patients, the leaflet too. This can be implemented as part of the industrial production of pharmaceuticals packaging and leaflets at Edelmann.

Number of characters: 3507 characters, with spaces





High Q Packaging

Image caption:

PEAK with its three-dimensional security feature constitutes a seriously difficult hurdle for pharmaceuticals packaging counterfeiters to overcome. PEAK is not only applied to the packaging, it is also integrated into the material, the board. Edelmann has now succeeded in integrating the embossing process into the rotary print process and has, as such, integrated PEAK into the leaflet too – generally produced on 35g to 60g lightweight paper. This repetition in perception (PEAK on packaging/on leaflet) stands for additional security.

About Edelmann

Edelmann is a leading supplier of high-quality and innovative board and paper packaging solutions. At 14 locations worldwide, in France, Poland, Hungary, Brazil, China, India and Mexico as well as seven locations in Germany, the family-run business develops, manufactures and markets folding cartons, leaflets and systems solutions for the health and beauty care market as well as for consumer brands. In 2014 its 2,275 employees generated revenues of EUR 238 million. Around 54 per cent of the overall revenue of Edelmann Group is generated by its foreign subsidiaries. Last year Edelmann produced around 5 billion packaging units and 1.2 billion leaflets worldwide.

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