

Pharmaceutical Industry: Challenges in Artwork Management

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The Pharmaceutical Industry invests heavily in packaging every year. Artwork Management plays a critical role in the packaging process. The process involves designing layouts, form fillings, approvals etc. Currently, all these tasks run through a manual process which leads to defects and delays. This results in huge monetary losses.

Product recall is one such major outcome of errors in printed packaging. The cost of replacing the affected products and handling the associated litigation runs in millions.

Likewise, lack of co-ordination among different departments on approvals results in unwanted reworks and lengthy review cycles. Tracking and collaboration through emails and spread sheets also has significant limitations.

At times, legal regulations demand for quick changes in the artwork process but the manual process cannot scale up to such rapid changes.

A lot of Pharmaceutical products manufactured in India are exported to different countries. All these countries have their own packaging specifications and requirements. The manual process cannot keep up with such variations.

Irregularities in the package workflow cause hindrance in the validation process. These validations are based on compliance standards set by government, such as 21 CFR part 11, GMP etc.

Human errors and insufficient product data also impacts negatively in the packaging process.

The above stated issues can cause serious hindrances for the growth of Pharmaceutical Companies. To manage these challenges, an automated artwork process must be incorporated by them.

Software Solution connects the missing dots in the Artwork Management

The automated artwork process proves to be efficient and beneficial to the industry in many ways. The application aims at automating the entire process of packaging from design to print. It shrinks the tedious and lengthy artwork procedure and provides accurate data by eliminating defects. It reduces the time-gap in artwork generation. With electronic form fillings, global online approvals and version controls, the application makes the process faster and better.

Goose Technologies Pvt. Ltd. has a Pharmaceutical suite which includes Procon™ Artwork Manager. It is a robust application which incorporates all the necessary features stated above and generates accurate artwork with less turnaround time. This application provides print ready artworks of the highest standards which contribute enormously to the Pharmaceutical Industry.