



# Goose Eyes Global Pharma Packaging Market in a Big Way with New 'Artwork Manager'

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*With large global pharma majors, Dr.Reddy's Laboratories Ltd, Aurobindo Pharma, Elder Pharmaceuticals, Glenmark Pharmaceuticals, Strides Acrolab in its portfolio, Goose which is in talks with other pharma firms is confident of closing more customer deals worldwide for its Artwork Manager that boasts advanced features like Leaflet Comparison and Braille.*

**Hyderabad, India, January 3, 2012:** Hyderabad based Goose ([www.goose.co.in](http://www.goose.co.in)) specialist in providing pharmaceutical business re-engineering solutions has become one of the **first few companies in the global market** to introduce **Artwork Manager with advanced proof reading capabilities**. Goose Artwork Manager provides dedicated support to the packaging department of the Pharmaceutical Industry to automate the labeling and packaging artwork process without a glitch thereby reducing product recall pain due to faulty print, product mislabeling and manpower costs. It also, increases the turnaround time for effective and error-free artwork approvals.

It has been well documented that the costs associated with pharmaceutical packaging can represent up to 70% of the cost of the finished product. In addition, industry experts estimate that between 35 to 40 percent of all pharmaceutical product recalls are attributed to packaging and labeling errors and omissions. A further challenge is presented with rise in material costs for paper, film and ink, making increasingly difficult to produce sustainable labels and packaging with good shelf appeal while keeping costs low due to faulty artwork management system.

Announcing the launch of Goose Artwork Manager for the global market, **Deb Pattnaik, Founder & CEO** of Goose said "the challenges of pharmaceutical artwork management are becoming more and more complex globally. With intense pressure on time to market and to maintain consistent brand appeal, organizations are on the look- out for new ways to accelerate packaging processes. Our Artwork Manager is designed to not only address this challenge but also help comply with brand guidelines, including regional and regulatory requirements effortlessly that is so vital for the Pharma Industry".

Goose Artwork Manager is currently implemented in **Dr.Reddy's Laboratories Ltd, Aurobindo Pharma, Elder Pharmaceuticals, Glenmark Pharmaceuticals, Strides Acrolab and other pharma companies**. Goose is also in discussion with several other pharma organizations to roll out similar solutions.

*"We use Goose Artwork Solution for all our domestic as well as export packaging requirements. The Solution is robust and has helped in reducing our approval cycle significantly and has provided us with an error free environment."* **Jitendra Mishra, DGM, Elder Pharmaceuticals, said.**

"One of the biggest **challenges** faced by packaging department in a pharma company is **Product Information Leaflet (PIL)** proof reading. Companies employ large team of proof readers who manually proof read PILs that contain text in multiple languages, chemical symbols, and images. With this advanced leaflet comparison feature, the proof reading becomes absolutely simple thereby reducing errors." Deb added.

In a recent report by AMR Research revealed that in a six-month period last year, the Food and Drug Administration (FDA) statistics show that there were about 455 product recall notices issued. 51 percent of which were because of mislabeling, and 13 percent were because of faulty packaging. In addition to preventing recalls, in the report AMR observes that **technology can reduce the time for packaging artwork approval by 30 percent and improve productivity by 5 percent.**

Goose has a strong history of serving the Pharmaceutical Industry as it concentrates on developing business process re-engineering solutions that are critical and add significant value to business. Goose's best in class Artwork Manager also **features proof read capability of the Braille text, barcodes, pharma codes that are printed on the packaging material as per the global standards.**

There are many benefits that efficient automated artwork process can bring to the pharmaceutical industry. For instance, legal requirements often force pharma manufacturers to make changes at short notice. Additionally, marketing departments require rapid changes to react to fluctuations in market conditions. Even a few weeks can be decisive in the field of generics, as lead time in the introduction of new products is of paramount importance and pharma company do need to have their artwork completed as early as possible.

#### **About Goose**

Goose is a Pharma Industry focused business re-engineering software product and solutions provider based in India. Goose suite of product offerings cover areas such as Artwork, Regulatory Affair Development, Consumable management and Project management. Its customer portfolio includes large multinational pharmaceutical companies. For more visit [www.goose.co.in](http://www.goose.co.in)

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