

## Aventis Pharma:

relies on integrated labelling application from Zebra and Schreiner LogiData

**Aventis Pharma is a global leader in the pharmaceutical industry with headquarters in Strasbourg/France.**

The company specialises in the development and sales of innovative, prescription drugs and constantly strives to provide a broad selection of treatment options in a wide range of therapeutic areas. Aventis' production facilities in Frankfurt, Germany, play an important role in the company's international activities. On an annual basis, Aventis produces more than 400 million different product units in Germany, with a strong focus on manufacturing sterile liquid and solid medications. Approximately half of the total production volume is sold domestically. The other half is exported to 80 different countries.

Christian Kessler, Project Engineer at Aventis Pharma in Germany, reports that a heterogeneous environment of many different label printers had come together over the years to help Aventis label its medication packaging. Soon, the decision was made to implement a network of new label printers that would operate under Windows NT in labelling standard packages.

Because Aventis had already been working successfully with Schreiner LogiData, its system supplier in Munich, this company was asked to propose an appropriate application. Schreiner immediately decided in favour of robust Z140XiII/XiIII industry standard printers from Zebra in Obertshausen. With a speed of up to 305 mm per second, these printers are the fastest printers that Zebra offers within its Xi Series™. Their high performance and steel chassis make them an ideal solution for handling mission-critical applications that involve high throughput without interruption. The 140XiIII™ was selected to be the right printer to handle the task at Aventis, because it allows for extremely large volumes of labels to be produced on demand. Today, Aventis relies on 15 of these printers at its manual label printing stations. An additional 7 printers that are equipped with applicators were integrated into fully-automated packaging lines.

The labels that Aventis requires are designed and prepared for printing with the help of a special label design software that is based on Windows and is easy to use. This application was also supplied by Schreiner. Obviously, label content varies from product to product and is stored on a batch to batch basis in an Oracle database. In order to enable tracking as part of Aventis' quality control programme, the content of each label is recorded carefully.



### Solution Technology

140XiII™

140XiIII™

Windows NT





Special attention was also given to making life easier for those that operate the printers.

Aventis adopted an easy to use, yet secure, password based user interface that runs under Windows. It allows for the data to be entered for printing based on the specific job at hand. User access rights are assigned solely by the system administrator.

We have had very little down-time since we first introduced these printers. While we have had to replace a few wearable parts, such as thermal print head and belts on the printers, this really comes as no surprise, considering the fact that we produce some 3 million labels per year. The robustness and reliability that these printers offer really result in tangible savings for Aventis. After all, printer down-time literally translates into a complete stop in our automatic packaging line. The cost to the company would be immense. We're really quite satisfied with this new concept," Kessler concludes.

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