



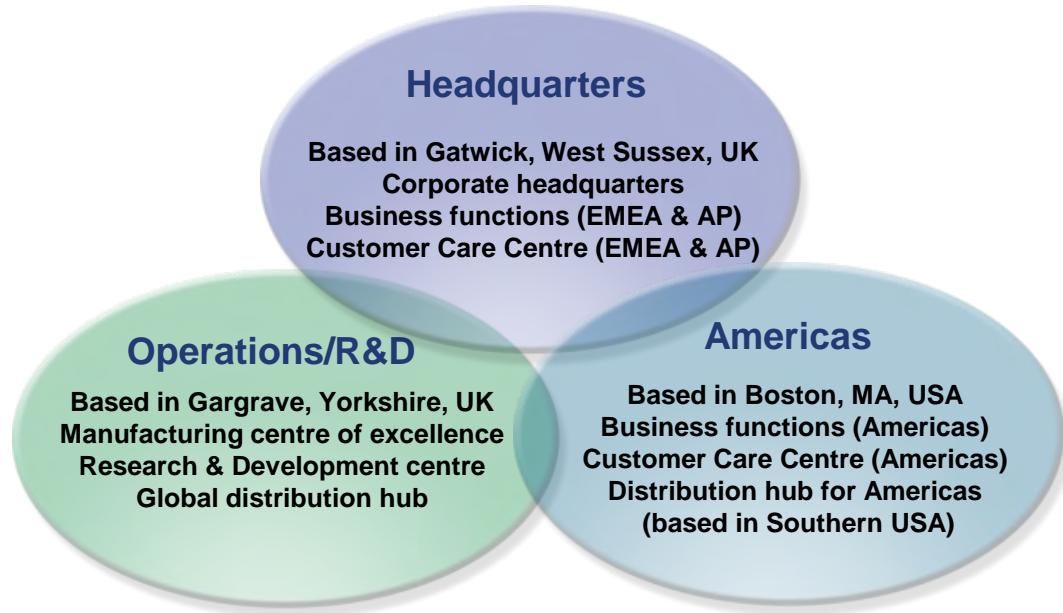
GS1 Standards: GTIN Implementation Case Study

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UDI/Standards Adoption Network Meeting
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Orlando

- Introduction
- Scope 2009
- Supply Chain
- Packaging & Labelling
- Manufacturing
- Distribution Centre
- Other Business
 - Regulatory
 - Customer Care
 - Distribution partners/ 3PLs
- Key Lessons Learned
- Benefits

Introduction - Business



- 75 years of medical device manufacturing in the UK
- Systagenix was founded in December 2008 following the divestment of Johnson & Johnson's Professional Wound Care business
- 100% dedicated to wound care with a large portfolio of globally recognised advanced and traditional wound care brands
- Our products are currently sold in more than 100 countries worldwide

- 5 years in the label printing industry prior to joining Johnson & Johnson Medical Limited, UK
- J&J Medical Device European Distribution Centre
 - Franchise Team Leader and IT Systems Analyst
- J&J Wound Management
 - Labelling Specialist, implementing electronic labelling and barcoding solutions aligned with industry and J&J initiatives
 - Supply Planner
- Systagenix Wound Management
 - Supply Planner & Product Data Specialist
 - GS1 Programme Lead
 - Advise the business on GS1 standards compliance from contract eligibility, physical distribution, as well as our customers

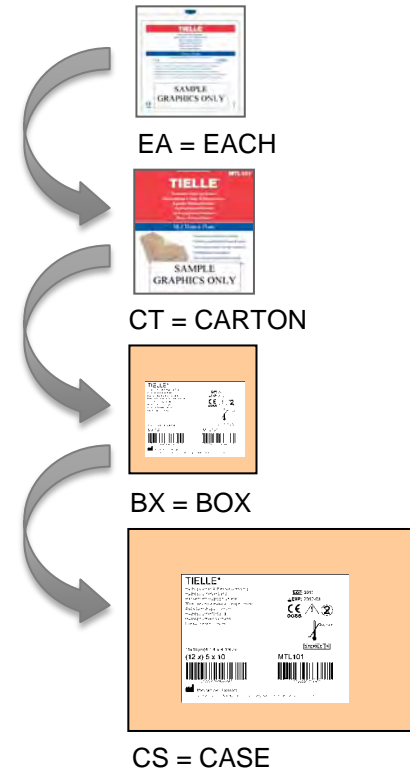
The four-walls of Operations:

- ERP
- Label software and printers
- Pre-printed packaging graphics
- Inline scanners and PCL upgrades
- Auto-booker scanners and PCL upgrade
- Steriliser scheduling software
- WMS and RF scanners





- ERP and Data Management
- 1,800 GTINs allocated
 - 400 products/ 1,200 pack levels
 - GTIN-14 per UOM (labelling)
 - GTIN-13 per item (data exchange/ EDI)
 - GTIN-12 per item (NA OTC overlabelling)
- Rationalised UOMs (EA, CT, BX, CS)
- Corporate Product Identification Policy
- Prepare stakeholder communications
- Provide subject matter expertise



- 60 pre-sterile, non-sterile and sterile label designs
 - Product and Production ID:
(01) GTIN (17) EXPIRY (10) LOT (2 linear barcodes)
- 300 product record updates
- 100 pre-printed packaging changes
 - GTIN only (Class I devices e.g. cotton swabs)
- Validate and approve changes



- 26 product packing lines (42 in total)
- 21 fixed in-line scanners/ PCL upgrades
 - HIBCC and GS1 auto-switching capability
- 6 hand-held verifiers (QA grade checks)
- 21 direct marking printers (web printing)
- 27 desktop printers (web, carton and case labels)
- 2 auto print & apply applications (auto carton packing)
- Validate and approve changes



- Auto-booker software
 - Back-flush production bookings
 - HIBCC (work-in-progress) and GS1 (finished-goods) formats
- Fixed conveyor scanners and PCL upgrades
 - HIBCC and GS1 auto-switching capability
- Steriliser Scheduler software (bespoke)
 - Interfaces with ERP and label software
- Validate and approve changes



- WMS
 - Receipt, putaway, replenishment and picking transactions
 - HIBCC and GS1 formats
- Market specific overlabelling
 - Reimbursement/ pharma
- Validate and approve changes



- Regulatory

- Local registration timelines and device classification dictate when and where we can supply Systagenix branded/ GS1 labelled products

- Customer Care:



+ EDI

- Distribution partners/ 3PLs

- Standards are included in RFP terms and conditions



- Executive support across all business areas is key
- Be prepared to challenge the misconceptions (“Its just a labelling change”)
- Understand where the challenges and opportunities are beyond the ‘four walls’
- Stakeholder communication should start as early as possible and is a continuous process
- Using recognised technology and service providers greatly reduces complexity, costs and implementation timelines

- Improved item master data and data integrity
- Internal and external process improvements
- Improved technology and data interoperability
- Improved trading partner and customer relationships
- Regulatory and customer compliance
- Improved knowledge and acceptance throughout the business

Thank you all for your time

Any Questions?

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