

Safety and quality increase brand value

When brand owners decide to explore new markets, they need to be sure their brand is robust in terms of product quality and safety. In order to win over new consumers, proven and trustworthy production facilities and equipment are absolutely essential. This is especially true in the tightly regulated world of pharmaceuticals.

Market researcher RNCOS's latest forecast predicts that the value of the global pharmaceuticals market will expand by 8% annually¹. Another recent study believes that this market will be worth over US\$ 1000 billion, or one trillion dollars, by 2012², driven largely by growth in emerging economies such as India and Eastern Europe. A lack of domestic, high-end technology in these markets creates enormous potential for innovative processing and packaging equipment manufacturers, as they are able to help brands establish a positive, safe and reliable reputation in unfamiliar marketplaces.

Investors and businesses in emerging markets know that partnerships with well-known manufacturers immediately elevate them to a competitive position. For instance, working with Bosch Packaging Technology conveys the image of reliability, safety and proven technology to the buyer. Packaging experts understand the strengths of pharmaceutical brands and how best to emphasize them. Patents and the brand value are the most important assets that pharmaceutical companies possess. Both need to be handled with care, particularly when expanding commercial operations.

Brand value is enhanced enormously by up-to-date packaging, allowing ambitious businesses to gain a foothold in emerging markets. Market research consistently shows that consumers draw a direct link between packaging quality and the quality of the product it contains.

Innovative packaging also helps to uphold pharmaceutical patents. Increasingly sophisticated counterfeiting techniques pose a growing threat to pharmaceutical brands, both in terms of lost sales and potential damage to credibility. Even strong patents are at risk from black market manufacturers, who compromise on safety and quality under the name of a legitimate brand. Strategies to confront this problem

can be bolstered by the adoption of anti-counterfeiting packaging solutions. Through new packaging technologies, the threat of imitation is virtually eliminated.

Success in a one trillion dollar market depends on the ability of brand owners to create awareness and gain the trust of consumers. Of course, trust in a pharmaceutical brand lies in the product's efficacy; but it also depends on product safety and reliability.

The one trillion dollar market opportunity calls for high-end packaging and processing equipment as a foundation for success. Investment in reliable packaging solutions is the smart way to ensure that this opportunity is not missed.

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¹ <http://www.rncos.com/Market-Analysis-Reports/Global-Pharmaceutical-Market-Forecast-to-2012-IM149.htm>

² <http://www.prlog.org/10202855-bric-eastern-european-nations-lead-global-pharma-sector-amidst-recession.html>



- 1 Infeed chain as well as infeed of desiccants
- 2 MTP labeling with following barcode verification
- 3 Horizontal pillow pack machine *HBL* for hermetic sealing

