

# How to increase efficiency, customer satisfaction AND reduce cost:

## UK manufacturer of “Gammatex” gamma indicators works with leading UK medical packaging company.

### The Problem:

A customer of Riverside Medical had required a complex four-part 'piggy back' label. The labels needed to be specially constructed to facilitate removal in parts at various stages of its use for quality control traceability.

This label needed to carry variable data elements of LOT numbers, batch numbers and product descriptions, and also a secondary gamma indicator label placed on each of its 4 sections to *prove* its sterility following sterilisation.

All 4 individual Gamma indicator dots were being manually added to the overprinted piggyback base labels; a slow and laborious task that increased production time and significantly added to cost. Hand applying the labels also added the element of human error, and a number of customer complaints had arisen from missing labels on products.

### History:

AC Labels had been supplying Riverside Medical with Gamma indicator labels for a number of years.

**A detailed meeting between the AC Labels business development manager Jason Woodhouse and Riverside Medicals Projects Manager Frank Morgan would bring the two companies together to solve a number of problems and create numerous innovative Gamma indicator products.**

### The Wish List:

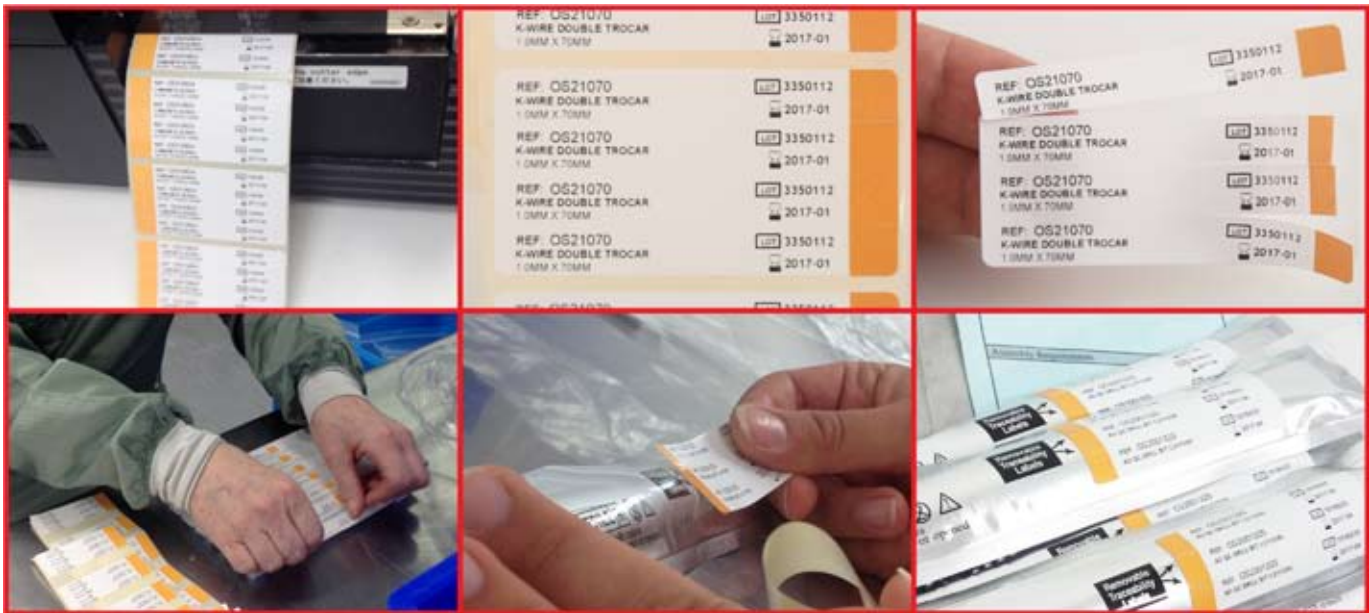
Riverside Medical approached AC Labels to design a product that would satisfy 3 key requirements:

- 1. Increase productivity in manufacturing processes.**
- 2. Improve customer satisfaction / Reduce customer complaints.**
- 3. Reduce overall costs.**

### The Solution:

AC Labels proposed a combined paper based piggyback label design that incorporated a gamma indicator panel across all four parts of the label within its one pass construction. The design allowed the customers to continue in-house overprinting but **removed the cost** of adding four individual gamma indicator dots manually to each label set.

Thanks to its construction, the label design eliminated the possibility of a label section being issued without a Gamma indicator panel thus ensuring **100% validity** and **eliminating customer complaints**.



### **The Benefits:**

1. Huge reduction in manual labour as no secondary labels need to be hand applied to the label sections for Quality Control standards.
2. Elimination in customer complaints for missing indicator labels.
3. Cost reduction as the new label is now constructed using a paper based label – The previous label was an expensive synthetic label.
4. Cost reduction as the new label does not require secondary hand applied gamma indicator labels.

### **Customer Testimonial:**

#### ***Testimonial by Frank Morgan (Projects Manager - Riverside Medical)***

*“AC labels have become a valued supplier, not just for labels but also for their keen support and development of label solutions unique to our business. These labels have given us attractive alternatives to standard labels, satisfying customer and internal requirements in the process. The marriage of Gammatex technology to our varying label needs is just one area where AC Labels have excelled in their interest, development and supply.”*

Since the introduction of the piggyback four-part gamma indicator label design, AC Labels and Riverside Medical have worked together on a wide variety of designs and constructions incorporating gamma indicator strips, **improving efficiency** in manufacturing processes and **satisfying regulatory requirements**.

**AC Labels can help you to achieve similar benefits of cost saving and overall customer satisfaction through innovative approaches and friendly, professional consultation. Call the leaders in gamma indicator labelling now to see how we can help.**

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