

SOLUTION

Serialization Management

INDUSTRY

Cosmetics

HOW EPISCIENCES COMBATS GRAY MARKET DIVERSION

Episciences, a prominent player in cosmeceutical skincare, encountered significant challenges in maintaining oversight of its supply chain operations due to the intricate nature of managing a diverse range of high-value products distributed through various channels. The company's susceptibility to gray market diversion posed a threat to its brand reputation and revenue streams. With a product portfolio consisting of numerous unique items, traditional serialization solutions struggled to provide full traceability, exacerbating the issue.

Existing systems suffered from issues like inaccurate printability and coding recognition, resulting in unreadable product codes and frequent false rejects during serialization, leading to operational disruptions and increased expenses. To address these complexities, Episciences required a robust serialization solution capable of managing its product diversity effectively and seamlessly integrating with current systems.

"The system ACSIS employed for our Epionce products is highly customized and essentially turnkey, with minimal ramp-up and training required. For a manufacturer with a diverse array of products, initiating new SKUs is a smooth process that doesn't delay the inception of commercial-scale production."

RON HOPE
*GENERAL MANAGER
OF MANUFACTURING
& DISTRIBUTION,
EPISCIENCES, INC.*

CHALLENGES

- Susceptibility to gray market diversion due to the high value and leverage of products.
- Complex serialization management across a broad product range with dozens of unique offerings.
- Inadequate end-to-end traceability from conventional serialization systems, leading to gaps in visibility.
- Frequent issues with printability and coding recognition, causing operational inefficiencies.
- High incidence of false rejects, disrupting the production process and increasing costs.

BENEFITS

- Significant improvements in traceability and compliance with evolving government regulations.
- Seamless integration led to increased operational efficiency across packaging lines.
- Cost savings by avoiding changes to existing packaging artwork and labeling processes.

SOLUTION

- Comprehensive serialization at every packaging level—unit, bundle, carton, and pallet—to ensure full traceability.
- Seamless integration with ERP, MES, and line-level equipment including vision systems, printers, and barcode readers.
- Automated data capture of user-defined attributes during serialization for enhanced supply chain insights.
- Efficient management of serialization processes without disrupting existing packaging artwork or labeling.
- Streamlined user interface for easy adjustments and real-time data management.

- Enhanced supply chain insights through customizable data attributes, optimizing decision-making.
- Disruption-free implementation ensured a smooth transition without interrupting production.