

06th November, 2019**The Crypto-Code revolution at PharmTech & Ingredients 2019**

PharmTech & Ingredients is the most important exhibition concerning machinery and technologies about pharmaceutical, cosmetic and nutritional production. It is scheduled for November: from 19th to 22th in Moscow. SEA Vision will be present at Stand B2031 (Hall 8, Pavilion 2) to show its serialization technologies for Russia.

SEA Vision is ready to show the visitors a wide range of solutions for serialization and aggregation, [4.0 Industry](#) and [Customer Care for remote assistance](#).

The Italian company, during this edition of PharmTech & Ingredients, will give much importance to **traceability and aggregation systems**, that will be shown on a **semi-automatic machine** of Marchesini Group, Trackpack, but also on several **Manual Workstations** of SEA Vision such as Roll2Roll, Feeder or ScanLite. Every process demonstrated is fully compliant to the regulation of **Crypto-Code**, the serialization system adopted by the Russian government.

This achievement has been possible thanks to the consolidated experience of SEA Vision, which developed it during the serialization implementation on 5 packaging lines for [OBL Pharma](#).

The partnership with the Russian Pharma Company allowed the Group to deeply analyze the Crypto-Code in order to reach a **solution compliant** with the **Russian Pharmaceutical market**.

Gianluca Sala, Crypto-Code serialization expert of SEA Vision explains: *"Our 100% focus in pharma grants us the ability to constantly evolve our solutions to adapt to new requirements. This is the key to success for Russia specific case, because we can flexibly face the challenges of Crypto-code integration, multiple reporting to government portals, print and inspect small-module codes reducing significantly the rejections maintaining production performance speed. This confirms our readiness for the Track and Trace market to the customers."*

The Russian system complexity is represented by the exchange of serial number of the product: there is a huge number of data (much more than in the rest of Europe) that need to be transferred according to the procedures.

The system developed by SEA Vision **avoids problems of interoperability caused by the Crypto-Code** and related to the acquisition of serial number, printing and sending to CRPT. The connection system enables SEA Vision solutions to manage the required workflow, providing all the information to the vision systems present on the packaging lines and then to the Markirovka.

SEA Vision, taking part to Pharmtech & Ingredients, has the awareness to be always more market oriented and careful about local dynamics. SEA Vision Group has already brought in Russia 36 serialization and 21 aggregation systems and more than 150 softwares able to check the product quality through a deep inspection. The constant care to the customer is always improving thanks to the technological skills of the company and it is strengthened by a **local team, composed by 14 people among technicians, serialization experts and native speaker commercial.**

About this, Federico Finotti, Sales Area Manager in Russia, declares: *“Listening and collaboration with the customer are the two key words for SEA Vision strategy. The achievement of our solutions came from a deep analysis of the customer needs, in order to offer the most effective response: the presence of expert resources in Russia is necessary to assist the customer during **pre and post deployment phases.**”*

SEA Vision solutions wait the visitors at Pharmtech & Ingredients Russia 2019 scheduled in Moscow, from 19th to 22th of November, at Stand B2031, Pavilion 2, Hall 8.

SEA VISION

SEA Vision has been a leading supplier of vision systems for the pharmaceutical industry for over 20 years and based its success on the qualitative excellence of

its technological solutions. Nowadays, SEA Vision has installed in the world over 1000 complete systems of Track and Trace and more than 5000 vision inspection systems. Through consolidated expertise and continuous commitment to research and development, SEA Vision offers tailored solutions for cutting-edge projects with high complexity. Thanks to a network of sales and service facilities located in all major global markets, SEA Vision provides its worldwide customers with technical on-site support assistance.

For more information, visit: www.seavision.it