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## PRESS RELEASE:

### August Faller offers pharmaceutical packaging with crypto codes

*Manufacturer is already equipped to meet future challenges on the Russian market*

**October 2019, Waldkirch/Germany. From 1 January 2020, suppliers of pharmaceutical products will be required by law to put crypto codes on their products for the Russian market. The purpose is to ensure better traceability and reliable protection against counterfeiting. The packaging specialist company August Faller has already expanded its manufacturing capacity to include printing of codes on folding cartons and labels. Customers who import products to Russia can thus look forward to full support.**

The crypto codes required by Russian law for identification, verification and tracking of pharmaceuticals and other products can have a data density of up to 44 x 44 modules. The data quantity is much greater than with the serialisation stipulated by EU countries. Manufacturers are thus faced with the difficult task of printing more data in a similar area while maintaining consistently high quality.

To add to their difficulties, the law in question was passed in January 2019 and will come into effect only a year later, leaving very little time for companies to modify their processes. August Faller, a specialist company for pharmaceutical packaging, has therefore reacted quickly to this new challenge by investing in the software and hardware necessary for printing the crypto codes. An example is its higher-resolution camera system for grading, based as usual on ISO 15415. As a consequence, Faller is already able to print the Russian codes on folding cartons and labels.

AUGUST FALLER  
GmbH & Co. KG

HEAD OFFICE

Freiburger Str. 25  
79183 Waldkirch  
Germany

Phone +49 (0)7681 405-0  
Fax +49 (0)7681 405 110  
info.de@august-faller.com  
www.august-faller.com

In addition to the GTIN and a serial number, the new codes include a verification part consisting of a verification key and a digital signature. The verification part with its crypto key is designed to make product counterfeiting much more difficult. With support from August Faller, manufacturers are thus already equipped to meet future challenges and have a competent contact partner for all matters pertaining to packaging in the Russian market.

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Fax +49 (0)7681 405 110  
info.de@august-faller.com  
www.august-faller.com

**Meta-title:** August Faller prints Russian crypto codes on pharmaceutical packaging

**Meta-description:** August Faller is already able to print codes on folding cartons and labels as required by Russian law starting in 2020.

**Keywords:** August Faller pharmaceutical packaging crypto codes Russia law folding cartons labels printing

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*More information is available at: [www.august-faller.com](http://www.august-faller.com)*

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**Overview of photos**



**Photo:** Starting immediately, August Faller is also offering its customers pharmaceutical packaging with Russian crypto codes.



### **About August Faller Group:**

The August Faller Group is one of the leading manufacturers and solution providers of secondary pharmaceutical packaging such as folding cartons, leaflets, labels and combination products. For more than 30 years, August Faller has continuously expanded its expertise in the pharmaceutical market. On this basis, innovations and developments are consistently focused on customer-specific solutions and patient-friendly products.

The company is one of the first manufacturers to provide product development tailored to the individual customer as a separate service. In terms of pharmaceutical and health care packaging, Faller offers solutions such as logistics services, supply chain management and packaging services.

August Faller joined forces with Irish company Perigord Premedia Ltd. to create a "Global Centre of Packaging Excellence" for artwork services. These services focus on artwork management as well as printing consulting and coordination.

The company group operates in an economical and ecologically sustainable manner and August Faller GmbH & Co. KG has been FSC® certified since 2011. August Faller GmbH & Co.KG was founded in 1882. Currently more than 1,300 employees work at its headquarters in Waldkirch, Germany, at its other German sites in Binzen, Großbeeren and Schopfheim, as well as at August Faller A/S in Hvidovre, Denmark, August Faller Sp. z o.o. in Łódź, Poland, and August Faller Artwork Solutions GmbH in Waldkirch, Germany.

#### **AUGUST FALLER GmbH & Co. KG**

##### **HEAD OFFICE**

Freiburger Str. 25  
79183 Waldkirch  
Germany

Phone +49 (0)7681 405-0  
Fax +49 (0)7681 405 110  
info.de@august-faller.com  
www.august-faller.com



**Kontakt:**

a1kommunikation Schweizer GmbH  
Christian Beckenbach-Sülzle  
Oberdorfstraße 31A  
70794 Filderstadt, Germany  
Phone + 49711945416140  
cbs@a1kommunikation.de

**AUGUST FALLER  
GmbH & Co. KG**

**HEAD OFFICE**

Freiburger Str. 25  
79183 Waldkirch  
Germany

Phone +49 (0)7681 405-0  
Fax +49 (0)7681 405 110  
info.de@august-faller.com  
www.august-faller.com

August Faller Group  
Kerstin Löffler – Head of Marketing & Innovation  
Freiburger Strasse 25  
79183 Waldkirch, Germany  
Phone + 49 7681 405-0  
[www.august-faller.com](http://www.august-faller.com)