

HAPA AG Swiss Printing Technologies India Experiences

By **Chris Ulrich MBA,**
Regional Sales Director, Hapa AG



Hapa, the world-leader of in-house and inline-printing solutions for the pharmaceutical industry presents a wide range of high-performance products, which allow pharmaceutical manufacturers to significantly improve operations and save costs.

Hapa technology offers simple, reliable and fast printing solutions, giving pharmaceutical companies complete flexibility for their packaging materials production. Eliminating inventory and printing what is needed just-in-time, inline or offline, adds dynamics. Managing unprinted instead of printed packaging materials improves logistics, streamlines the supply chain, lowers costs and puts

customers in control to avoid counterfeit products finding their way into the market. Digital late stage customization possibilities enable pharmaceutical manufacturers to operate effectively and increase production efficiencies. Track & Trace solutions become a reality and competitiveness increases significantly.

Hapa entered the Indian pharmaceutical market in the 1990s as part of a global expansion strategy geared at growing business in emerging markets. Many systems have been sold since and sales continue to increase. As India has become one of the key markets for pharmaceutical companies





worldwide, this strategic move was critical to Hapa's development in Asia. With a local population of more than one billion people, the market bears vast potential in itself. As far as international perspectives are concerned, structures in place position India's pharmaceutical industry to compete effectively in the international business environment. Not to be present in India would be a mistake.

While multinational pharmaceutical corporations continue to move to India, ever more Indian manufacturers target export markets around the world with APIs (Active Pharmaceutical Ingredient), bulk drugs and finished products. Hapa's solutions benefit both of those groups: Multinational organization maintain high standard technologies in their facilities in India. They can flexibly respond to fast changing market demands and sustain a lean operational structure. Export market oriented Indian organizations are enabled to handle changing packaging requirements stemming from language challenges, etc. abroad just-in-time without facing hundreds or even thousands of SKU's (Stock Keeping Unit) to manage. The FDA and other inspection/audit agencies are familiar with Hapa technologies. Stringent international quality and regulatory standards can be met in a

cost-efficient way. Digital capabilities allow printing every pack with a unique identification number and/or code. This possibility assures track and trace ability across borders and gives pharmaceutical companies supplying to environments with counterfeit challenges a very strong weapon to effectively tackle that menace.

Many multinationals and major Indian corporations such as Cipla, Serum Institute of India, Dr. Reddy's, etc. nowadays successfully operate Hapa technology. Once Hapa proves itself with customers, expansion develops internally. Additional systems get acquired so to replicate initial successes and extrapolate operational and



financial improvements across production site locations and companies in general.

Just-in-time flexibility allows catering to different markets, addressing diverse demands. The significant cost-savings achieved via using Hapa technology offset the initial expenditures. The normal ROI (Return on Investment) for Hapa technology is one to three years and



as quick returns are important in India, this fact supports strategic objectives.

Key to overall success was a strong local partner, flexibility and out-of-the-box thinking. Creating a network and knowledge base as well as growing brand-recognition and trust was very important. A long-term commitment, sincerity and the appreciation for the rich Indian culture are other keys along with a frequent presence in India from headquarters. Word-of-mouth was recognized to be critical to a successful expansion and the joint-development of market specific solutions further assured sustainable long-term growth.

India's pharmaceutical market will continue to develop and expand strongly. Exports will continue to increase and as overall living standards improve, medicine will become available to broader parts of society. Hapa is in the process of setting up a subsidiary to further solidify its commitment to India. Hapa strives for excellence and looks forward to growing with India, providing pharmaceutical manufacturers and consumers with high-quality products improving quality of life for everyone. ■