

CODETRACX



IN THIS ISSUE

INDUSTRY & MEDIA HIGHLIGHTS

Credibility of barcodes
Insights on innovative packaging

NEW PRODUCT LAUNCH

PENCH Continuous Inkjet Printer

PRESS RELEASE

Control Print acquires
Netherlands-based Markprint BV
for € 1.5 Million

INDUSTRY SPOTLIGHT

Pharmaceutical Industry

RECOMMENDED ARTICLES

Pharmaceutical Industry

ABOUT US

Top Clients
Technology
Branches
Capabilities



As environmental and social issues such as climate change and inequality become more serious, we believe we can help by leveraging our core business to create a sustainable society.

While addressing these new challenges, I believe diversity is an essential element of it. Working with people from different backgrounds opens us to unique expertise, inspiration and ideas. One of the highest priorities for myself and the management team is creating an environment where diverse values and thinking are celebrated and everyone can be themselves. I am committed to bringing high levels of expertise, diverse backgrounds, and different values to our global business operations.

Shiva Kabra

Joint Managing Director | Control Print Limited



HOW CREDIBLE ARE BARCODES TO ASSESS THE GENUINENESS OF PRODUCTS?

Automated coding and marking systems are becoming increasingly prevalent in today's technology, and the barcode has become an essential tool for scanning and tracking product information in the retail world.

The barcode, a series of black lines and numbers typically found on all products on shop shelves, was introduced in 1974 and in no time became one of the most popular forms of data storage and retrieval for products across industries.

The unique digits on a barcode can fetch the product history by assuring the consumer and third-party seller of the genuineness of the product and the brand, which helps to build trust and maintain a reliable pace of selling them to the end consumer.

When using barcodes to track goods, it can be challenging to know if the code is for a genuine product or not.

So, what makes a reliable, possibly trustworthy barcode?

Shiva Kabra, Joint Managing Director, Control Print Limited, shares his opinion in an interview with Entrepreneur India.

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DOES YOUR PACKAGING SPEAK TO YOUR CUSTOMERS?

Keeping up with customer demands, cost-effective production, and increasing product differentiation are some of the critical challenges manufacturers face in the food and fast-moving consumer goods (FMCG) industry. The growing demand for online shopping, new-age e-commerce platforms and changing buying habits of consumers have paved the way for innovative product packaging.

Nowadays, brands consider product packaging an essential part of communicating to consumers that hygiene has not been compromised, safety has been prioritised, and product quality and counterfeit protection are assured.

India's coding and marking systems market is growing faster due to the growing demand for traceability and authenticating products in an age distinguished by counterfeit goods, especially in the FMCG, pharmaceutical, and food & beverage industries.

Innovative packaging solutions play an essential role in making brands stand out from competitors in the market. Laser printers play a crucial role in this regard through their ability to produce high-quality labels on several different materials.

Explore how using laser printers to print on the packaging of FMCG and food products can be a beneficial investment for your business.

[LEARN MORE](#)

PRODUCT

LAUNCH

CONTROL
PRINT



HIGHLIGHTS



Designed keeping the Indian industry requirements and latest technological developments in mind.

PENCH Continuous InkJet Printer

Versatile and cost-effective coding solution suitable for nearly every application.

CONTROL
PRINT



Industrial Top Athlete -
Maximum Performance

Lowest Running Costs

Lowest Maintenance Effort

Call for Demo
+91 80974 66782.



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1

Ultra-Fast

The Pench CIJ printer supports more speed than its predecessor and can print at a rate of up to 700-m/min, mainly used for industries like cable, wire, steel and other ultra-fast high-speed applications.

2

Durable

The rugged construction of the stainless-steel design and IP65 protection class does not require any extra care and ensures performance in the harshest conditions.

3

Advanced

The advanced and highly reliable variant of the Pench CIJ printer supports speeds of up to 1,300-m/min, making it the fastest one-of-its-kind product.

4

Intelligent

The intelligent consumable recognition feature of the Pench CIJ printer recognizes wrong consumables and avoids using them, even if inserted by mistake.

5

Level Up

The Pench CIJ printer displays the level of consumables on the printer's touchscreen and gives a warning indication before the consumables get empty, ensuring all products are coded.

DOWNLOAD



P R E S S

RELEASE

CONTROL
PRINT



CONTROL PRINT LIMITED ACQUIRES NETHERLANDS-BASED MARKPRINT BV FOR € 1.5 MILLION

India, July 27, 2022: Control Print Limited, (listed on the BSE and NSE), India's premier integrated Coding & Marking solutions provider today announced the acquisition of Markprint BV, a worldwide supplier of high-speed printing and coding solutions.

As part of the deal, Control Print has acquired 75% of Markprint B.V. for € 1.5 million through its Dutch Holding Company ControlPrint B.V. This is a strategic acquisition for Control Print both in terms of adding technical capabilities as well as getting a toehold in the European market. The acquisition gives Control Print complete access to Markprint's technology related to high-quality Single Pass Printing for Packaging & Industrial applications and will expand its product offering and integrated solutions for applications such as inventory control, branding, and traceability.

Based in Amstelveen in The Netherlands, Markprint BV develops high-end but easy-to-use coding and marking solutions that offer precise and high-quality printing on any material. Charles Vrolijk, Managing Director, Markprint is a long-standing industry veteran and will continue to hold the other 25% shareholding.

Speaking on the acquisition, Shiva Kabra, Joint Managing Director of Control Print, said, "At Control Print, we are constantly looking to add capabilities that enhance our unique value proposition to our customers. This acquisition is strategic for Control Print and will pay a multi-fold dividend to us over the years. It will enable us to enhance our organic growth rate for a longer time within the core Indian Market as well as give us entry into newer territories. We will continue working with the existing leadership to leverage their technical expertise and market reach and build deeper relationships with existing and potential clients."

"Control Print plans to immediately make the Markprint Technology available in the Indian Market and develop targeted applications with localized solutions based upon Markprint's technology over the next 12-18 months. Control Print will also support Markprint with geographical expansion and in-house capabilities to increase its direct revenues to 10 million Euros over the next six years," Kabra further added.

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INDIAN GOVERNMENT'S COMPLIANCE MANDATE FOR COMPANIES EXPORTING PHARMACEUTICAL PRODUCTS

Pharmaceutical companies must deal with challenges from supply chain security lapses (resulting in theft, diversion, and product recalls), counterfeiting and stringent regulations.

In addition to unsettling safety concerns, these challenges also harm the industry's health by adversely affecting profits, brand credibility and research initiatives.

In India, the Directorate General of Foreign Trade (DGFT) made unique numbers and barcodes mandatory on tertiary, secondary and primary packaging for all exported pharmaceuticals.

As per the compliance mandate, companies exporting pharmaceutical products must adopt a trace and track system and incorporate its features for exported medicines using barcodes as per GS1 global standards on primary, secondary and tertiary-level packaging.

[LEARN MORE](#)

FIGHTING THE ISSUE OF COUNTERFEITING IN INDIA'S PHARMACEUTICAL INDUSTRY

At 10% of global trade, counterfeiting and substandard medicines pose a problem to all countries. There is an acknowledged prevalence of counterfeit medicines throughout India. Indian pharmaceuticals produce up to 20-22% of the world's generic drugs, and counterfeiting is a significant threat embroiling the Pharmaceutical sector in difficulty. According to WHO, about 10.5% of medicines sold in low and middle-income countries, including India, are substandard and falsified. With Globalization and the increase in healthcare costs, the probability of counterfeiting increases manifold.

Anti-counterfeiting technology can allow tamper-resistant packaging, product authentication and track and trace technology.

Shiva Kabra, Joint Managing Director, Control Print Limited, shares his opinion in an interview with The Times of India on why implementing anti-counterfeiting technologies is the most impactful way to combat and reduce counterfeiting.

[LEARN MORE](#)



THE COVID-19 OUTBREAK HAS AMPLIFIED THE RISKS ASSOCIATED WITH THE GLOBAL TRADE IN FAKE MEDICINE

The COVID-19 impact has shown the importance of traceability, standardization, and monitoring for effective management of people, supply chains, and assets in the healthcare industry.

According to the World Health Organization (WHO), there is a rise in the number of fake drugs sold in developing countries along with a surge in counterfeit medical products connected to COVID-19.

[LEARN MORE](#)

THE TOP FOUR CODING AND MARKING SYSTEMS USED IN INDIA'S PHARMACEUTICAL INDUSTRY

Control Print specialises in manufacturing industrial printers and high-quality inks for the pharma industry that enable traceability of the entire supply chain, ensuring accountability and transparency. Our widely trusted coding and marking systems by application for **cartons & outer packaging, labels & bottles, tubes, capsules, strips & blister packaging** are the Continuous Inkjet (CIJ) Printer, Thermal Inkjet (TIJ) Printer, Thermal Transfer Overprinting (TTO) Printer, and Laser Printer. &

[LEARN MORE](#)

RECOMMENDED ARTICLES

MORE INFO



Blog

How tracking drugs improves the pharmaceutical supply chain (and protects consumers from fake medicine)

MORE INFO



Blog

How track & trace solutions aid govt. mission to prevent product counterfeiting in India's pharma industry

MORE INFO



LinkedIn

What happens if pharmaceutical companies do not implement track & trace solutions?



TECHNOLOGY

We are proud to be the only 'Make in India' manufacturer of coding and marking solutions.

- Continuous Inkjet Printer
- Thermal Inkjet Printer
- High Resolution Printer
- Thermal Transfer Overprinter
- Large Character Printer
- Laser Printer
- Hot Quick Coder
- Consumables
 - Inkjet Fluids
 - Ribbons
 - Ink Rolls

[LEARN MORE](#)

TOP CLIENTS

					
					
					
					
					
					

BRANCHES

- Ahmedabad
- Bengaluru
- Chandigarh
- Chennai
- Delhi
- Guwahati
- Hyderabad
- Jamshedpur
- Kolkata
- Mumbai
- Nalagarh
- Pune

CAPABILITIES

- 100,000+ sq. ft. mfg. facilities
- 15,000+ printers installed
- 2500+ pin codes served (India)
- 1600+ towns/cities (presence)
- 300+ professional field staff
- 30+ years of expertise

HEAD OFFICE

Control Print Limited

C-106, Hind Saurashtra Industrial Estate, Andheri-Kurla Road, Marol Naka, Andheri (E), Mumbai 400059.

ABOUT US

Control Print has been India's leading manufacturer of permanent coding and tamper-proof marking systems since 1991. Our digitally-enabled printing solutions, application-specific inks, and wide range of consumables are engineered to meet branding, labelling, variable product information, traceability, quality assurance, counterfeit protection and packaging needs in every primary industry.

We'll guide you through the entire process of choosing the ideal coding and marking system to integrate with your existing manufacturing process seamlessly. Contact us today!

EXPLORE INDIA'S #1 CODING & MARKING SYSTEMS

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