Animal Health Products Identification Standard
What is IFAH?

IFAH (International Federation for Animal Health) is the federation representing manufacturers of veterinary medicines, vaccines and other animal health products in both developed and developing countries across five continents.

Its goal is to promote a harmonised, science-based regulatory and trade framework, and marketplace environment that supports an animal health industry which is economically viable and innovation driven, contributing to a healthy and safe food supply as well as a high level of animal health and welfare.
IFAH Corporate members

Alpharma Animal Health Division
Bayer HealthCare AG, Animal Health Division
Boehringer Ingelheim Animal Health
Elanco Animal Health
Intervet International BV
Janssen Animal Health
Merial Ltd
Monsanto Company
Novartis Animal Health Inc
Pfizer Inc., Animal Health
Schering-Plough Animal Health
Vétoquinol
VIRBAC SA

Source: Wood Mackenzie

Total = $13,700 million
Associations network
A highly regulated business:
- EU 2001/82 and 2004/28 directives impose the traceability of the products per batch for each step in the distribution as well as the storage of data for 5 years,
- EU 852/2004 directive impose the record of use at the point of use,
- Italy: decree 306 impose that the batch number is printed in a barcode as soon as 01/2008.
- Market pressure increase to bring a data capture support.
A risky situation for industry

• Risk of different systems:
  – from the market (stakeholders, manufacturer’s choices)
  – imposed by authorities (member states)
  – confusing situation at every level
  – costs difficult to control

• A short term dead line
Adoption of the standard

- Several working teams envisaged solutions since 2000

- 2003: Industry decides to take the lead,
  - IFAH create a Global Traceability Core Team with the objective to set up a global standard.
  - Main target: to avoid multiplicity of solutions from Industry, Authorities or the Market.

- October 2004: decision of IFAH to use a standard based upon:
  - GS1 standards
  - Use of the Datamatrix ECC200 symbol.
  - worldwide scope
  - recognized as the best solution in the present state of the art, complying with the regulations and for tracing inside the Supply Chain.
  - stable and affordable solution
  - Industry committed to implement in Europe before end of 2007.
The standard

- The standard is global, using GS1 EAN128 syntax standard
- GTIN is used to manage product sold in various places (multilingual packaging under EU registration)
- Minimum data required: expiry date and batch number.
- Symbol: Datamatrix ECC200 under ISO 16022
Benefits of the standard

• Avoiding multiplicity of solutions means reducing complexity hence costs
• Smallest size at the moment: few changes in artworks
• Expandable content: flexibility
• Readable in any direction
• Robust with Reed-Solomon code
• Codified under international recognized standard
• Printable using all usual technologies: laser, ink-jet, thermal transfer
• No additional running costs
Solution selection rational

• Why a barcode and not RFID?
  – In 2003/2004 no real large scale use of RFID for consumer goods,
  – RFID technology did not look stabilized enough for a use that need to last for long
  – RFID cost still too high compared to the value of sold goods
  – The 2007 deadline leaves too short time for experiment then roll out.
Diffusion of the standard

• Convincing stakeholders
  • A large communication plan towards all stakeholders: all EU AH local federations
  • Non IFAH members, toll manufacturers
  • Authorities where required
  • Customers, end users
  • Human health Industry organizations

• Starting rapidly implementation (August 2005)

• Communication on implementation time frame and periodical reviews on progress against schedule
In-line thermal transfer printing
In-line inkjet printing

The challenge was to print a high quality grade Datamatrix code (orthogonal) and 4 lines of text at a time on a moving carton without decreasing the speed (35m/mn) and on an area not exceeding 30x20mm (carton flap)
Experience feedback

- Integration of the Datamatrix code without costly packaging redesign
- Limited investment
- No loss of yield
- Customers and authorities satisfaction
- Adoption by EFPIA of the same standard for human medicine