



PRESS RELEASE

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**DATALASE SOLUTIONS SUITABLE TO MEET FDA COMPLIANCE  
STANDARDS FOR UDI and TRACK and TRACE**

Inline digital printing experts DataLase and their strategic partners continue to help the Life Science sector with innovative solutions to help meet FDA compliance standards established by the Drug Quality Security Act of 2013. These solutions bring together Datalase's proprietary color change technology and lasers to print variable human and machine readable codes on a variety of label and packaging substrates at the point of fill allowing manufacturers, co-packers, wholesalers to comply with the track/trace, UDI and validation requirements.

Back in 2013, American President Barak Obama signed into law the Drug Quality and Security Act (DQSA), which outlines critical steps to build an electronic, interoperable system to identify and trace certain prescription drugs and medical devices through the supply chain. This law requires manufacturers in the Life Sciences sector to include a human readable code, machine readable code or both on the primary or secondary package of the item.

Manufacturers and co-packers in the Life Science sector are encouraged to comply with these initiatives by the FDA in order to ensure a more stable supply chain and to continue to help protect the general public.

UDI has long been recognised as a key tool in improving patient outcomes. The code will help to improve track and trace of drugs for recalls and for anti-counterfeit purposes. It means that recall procedures are more efficient, medical errors are reduced, inventory visibility is increased and even supply chains are more secure.

DataLase can help make sure suppliers meet the FDA guidelines by providing laser coding and marking solutions on a range of substrates, that deliver improved digital print performance.

Business Development Manager for DataLase, USA, Chuck Pemble, says, "We want to reach out to the Life Sciences sector and let them know we are here to discuss our solutions. The Life Science sector is one of several verticals that continue to look at innovative inline digital print solutions to meet

compliance initiatives. Our unique technology platforms have been designed to meet the needs of brand owners and deliver enhanced flexibility, quality, productivity and consumer interaction. Our global strategic partner network of market leading companies can deliver our game-changing solutions to the US market.”

For more information on DataLase services in North America, please contact Chuck Pemble on (978) 377 0050 or email [info-usa@datalase.com](mailto:info-usa@datalase.com).

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#### Notes for Editors

DataLase Ltd. is a leading inline digital printing company. Headquartered in Widnes, Cheshire, UK, DataLase works with a selection of market leading strategic partners across inks and coatings, substrates and brands to deliver revolutionary solutions for inline digital printing of products and packaging. The mission of the company is to deliver innovative, cost effective, high speed digital printing solutions to brand owners that provide the enhanced quality, operational efficiency and marketing capability to grow brand value and protect market share.

For further information, please visit our website [www.datalase.com](http://www.datalase.com) and follow us on Twitter, LinkedIn and Facebook.

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