

## PRESS RELEASE

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### **New partnership to offer traceability-through-serialisation solutions**

*Omron Europe B.V., the Netherlands, November 12, 2015* - Automation provider Omron and software specialist Adents have recently agreed on a partnership for serialisation applications. The partnership provides support to mutual customers, offering a flexible, quickly deployable and easy-to-use solution.

The solution aims to help fight the immense market of counterfeit products and to enhance consumer safety in accordance with legislation such as the EU Falsified Medicine Directive (2011/62/EU), the Drug Supply Chain Security Act (DSCSA) in the USA but also initiatives that enhance food safety, like the Food Safety Modernisation Act (FSMA).

For machine builders and manufacturers that combine the serialisation software and inspection and automation products offered by Adents and Omron, the partnership offers a robust solution for inspecting, aggregating, managing and exchanging serialised data in the factory internal packaging process.

“Our serialisation standard software platform is designed to quickly interface with IT environments. It easily interoperates with hardware devices and offers a high level of flexibility for our customers”, said Jean-Luc Lasne, Business Development and Alliance Director of ADENTS. “We have successfully worked with Omron on several projects to deliver a joint solution meeting our customers’ specific requirements and gaining their full satisfaction”.

A key benefit for customers is the experience both companies have in providing combined solutions for serialisation applications in the pharmaceutical, food and beverage, cosmetics sectors, as well as various other industries.

“Our customers request a reliable, interoperable and easy-to-use solution that fulfils the many requirements of implementing a serialisation solution today. But that is not enough”, said Gunnar Bischoff, strategic marketing for OMRON Europe. “Equally important is that our solution is also ‘future-proof’ and has the flexibility to adapt, improve and expand in the current volatile environment with new and emerging requirements. And with Adents we have the right partner to help us future-proof our solution.”

For traceability-through-serialization applications, complete stand-alone solutions can be realized with both Adents and Omron solutions integrated. For machine builders and manufacturers the products can also be purchased separately as components for their own solution integration.

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## About Omron

Headquartered in Kyoto, Japan, Omron Corporation is a global leader in the field of automation. Established in 1933 and headed by President Yoshihito Yamada, Omron has more than 37,000 employees in 35 countries working to provide products and services to customers in a variety of fields including industrial automation, electronic components industries, and healthcare. Omron's industrial automation business provides solutions in the areas of input, logic, output and safety to machine builders, panel builders and producers.

For more information, visit Omron's traceability-through-serialization website at [www.industrial.omron.eu/traceability](http://www.industrial.omron.eu/traceability)

## About Adents

Headquartered in Massy, France, Adents is a software specialist of unique product identification and traceability helping manufacturers from all sectors to adapt to market changes and comply with regulations on traceability. Adents innovative solutions enable manufacturers and brands to protect themselves from counterfeiting and grey markets, better control their distribution channels and create a personalized link with their customers. Founded in 2007, Adents operates in Europe, Canada, and the United States. For more info [www.adents.com](http://www.adents.com)

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