

# Digital Labeling

# Unlocking the power of digital labeling

## Connects digital content to physical product

- ❖ Puts barcode at center of information ecosystem
- ❖ Access to electronic content through information encoded in different barcode formats
- ❖ Leverage barcodes that are part of manufacturing process

## Enhances customer experience

- ❖ **Single scan** connects to variety of product information
- ❖ Information easier to access (**anytime, anywhere**)
- ❖ **Real time updates** to content as new product information becomes available
- ❖ Opportunity to share information in new, **more user-friendly formats**

## Facilitates compliance

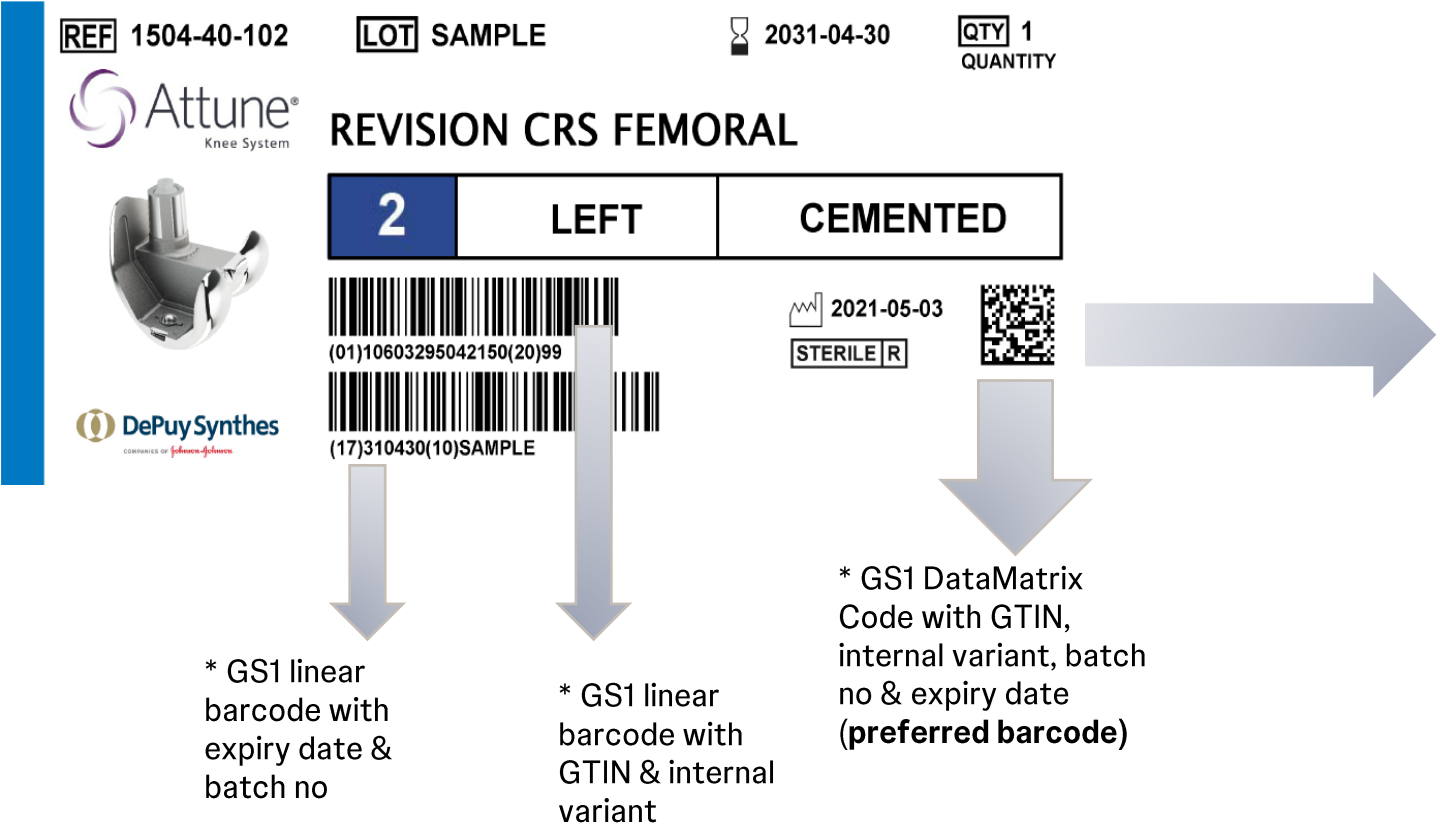
- ❖ **Faster**, more efficient implementation of regulatory requirements
- ❖ **Real-time access** to required product & packaging information
- ❖ **Reduces potential for errors** in downstream labeling activities
- ❖ Helps enable **continued product access**
- ❖ Enabling supply to **low volume markets** with national regulatory requirements (e.g. language)

## Improves operational efficiency

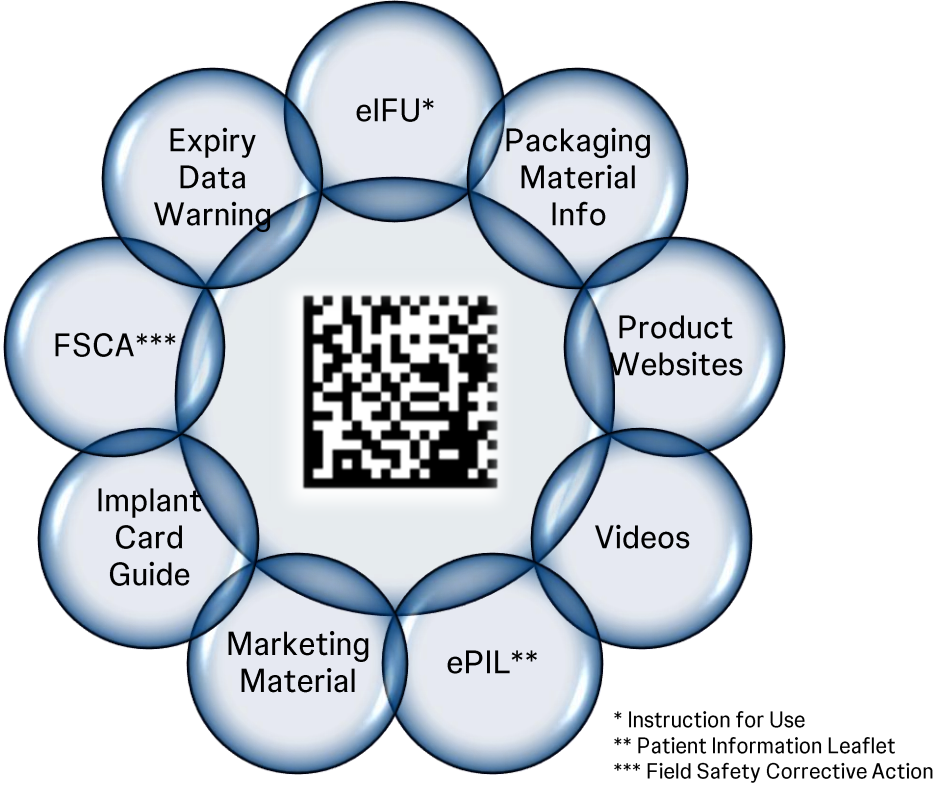
- ❖ Improves **user and patient access** to product information
- ❖ **No need for additional labeling** after manufacturing
- ❖ **Shortens** lead time for product launches and modifications
- ❖ **Decreases** complexity
- ❖ **Reduces manufacturing cost** & inventory build cost
- ❖ **Scalable** solution
- ❖ Enhances **supply chain management and avoids disruption**

# How digital labeling works

Also known as electronic labeling (elabeling)

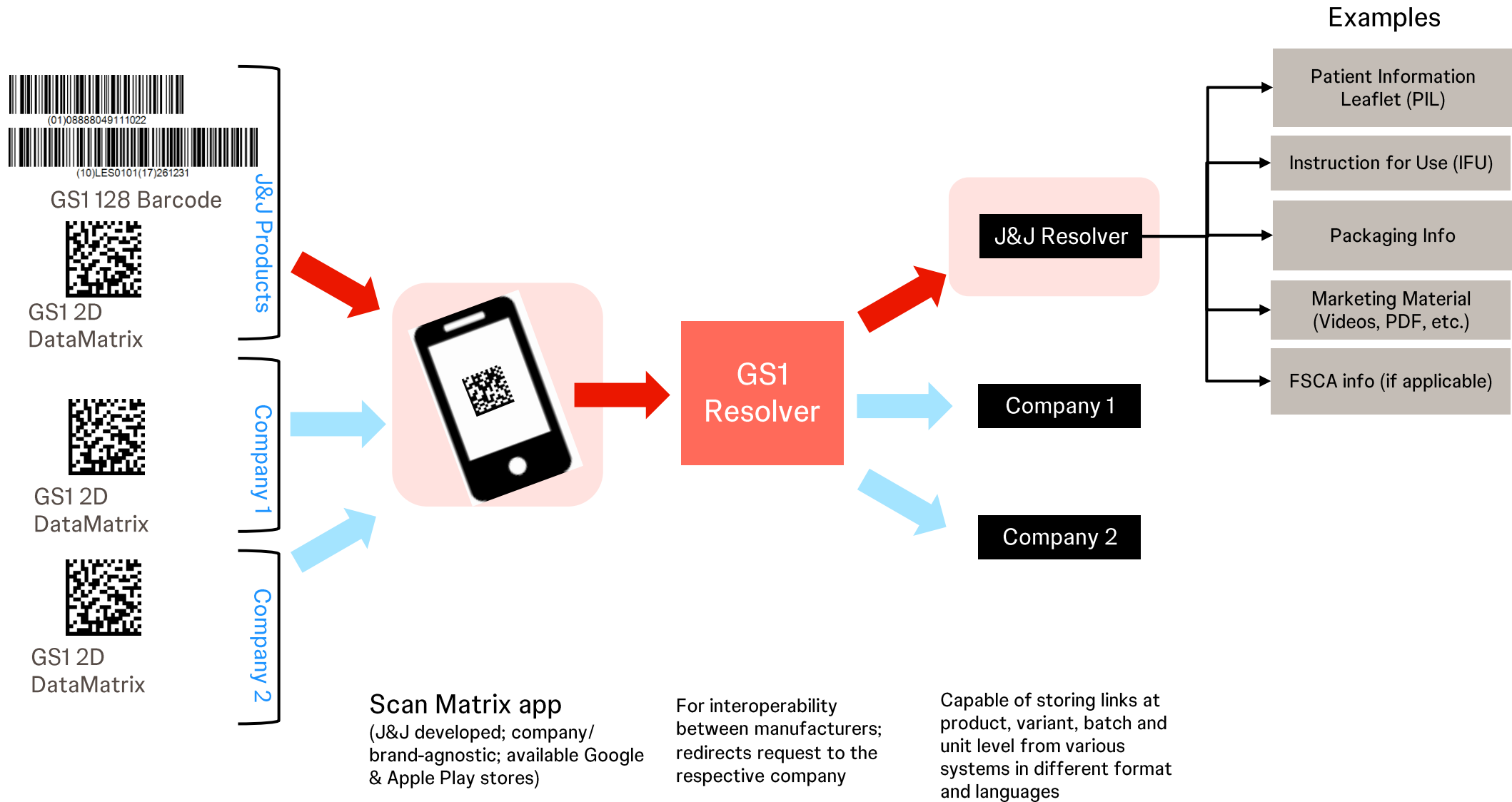


## Examples



\* GS1 is a not-for-profit international organization, developing and maintaining its own standards for barcodes and the corresponding issue of company prefixes

# J&J Digital Labeling solution



**Scan Matrix app**  
 (J&J developed; company/  
 brand-agnostic; available Google  
 & Apple Play stores)

For interoperability  
 between manufacturers;  
 redirects request to the  
 respective company

Capable of storing links at  
 product, variant, batch and  
 unit level from various  
 systems in different format  
 and languages

# Key Takeaways

1. Harmonize and **standardize**
2. Provide **holistic approach** to product information
3. **Leverage** existing technology
4. Facilitates compliance with new regulatory requirements
5. Forge **strong partnerships** across industry and other stakeholders
6. Implement **interoperability** to revolutionize healthcare
7. Build **scalable** solutions



Unleashing  
the power

of digital  
labeling