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Goose launches barcode solutions for drug industry

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Pharmaceutical business re-engineering solutions specialist, Goose recently launched "Goose Tracker", a cost-effective new generation 2D serialization barcode for the pharma industry with a choice to choose online or offline solution to secure and protect both consumers and the pharmaceutical companies. Its multi-level authentication features allow tracking of product throughout the distribution channel including warehouse to customer retail chain.

Leading pharma companies like Strides Arcolab, Indoco Remedies and Macleods Pharmaceuticals have already implemented and adopted Goose Tracker for track and trace solution. The company expects a rise in demand and surge in Goose Tracker customer portfolio as pharmaceutical companies get set to implement secondary bar coding which is now compulsory for pharmaceutical exports from January 1, 2013.

Goose Tracker incorporates several new changes to suit GS1 global traceability guidelines. It's serialization algorithm generates billions of unique numbers. It does not store serial numbers in the database for enhanced security and includes a dynamic engine to interact with ERP systems for data retrieval. This solution provides offline application for entities in the supply chain that do not have access to the main database.

Goose founder and CEO, Mr Deb Pattnaik says,"Goose Tracker integrates with existing applications to securely meet data management and printing needs for packaging and shipping labels. We are working with several government and non-government entities to include changes as and when they are announced."

The World Health Organization (WHO) estimates that counterfeit drug prevalence rates fall between 10 percent and 30 percent in the developing world, compared to 1 percent or less in industrialized nations. India exports over $12 billion of its generic drug annually to more than 180 countries. Goose Tracker is designed to enable Pharma exporters complement their bar coding initiative to become reliable exporter of quality pharmaceutical products in the international market and strengthen their fight against counterfeiting.Users can also validate the authenticity of the product by using SMS, IVR or website.