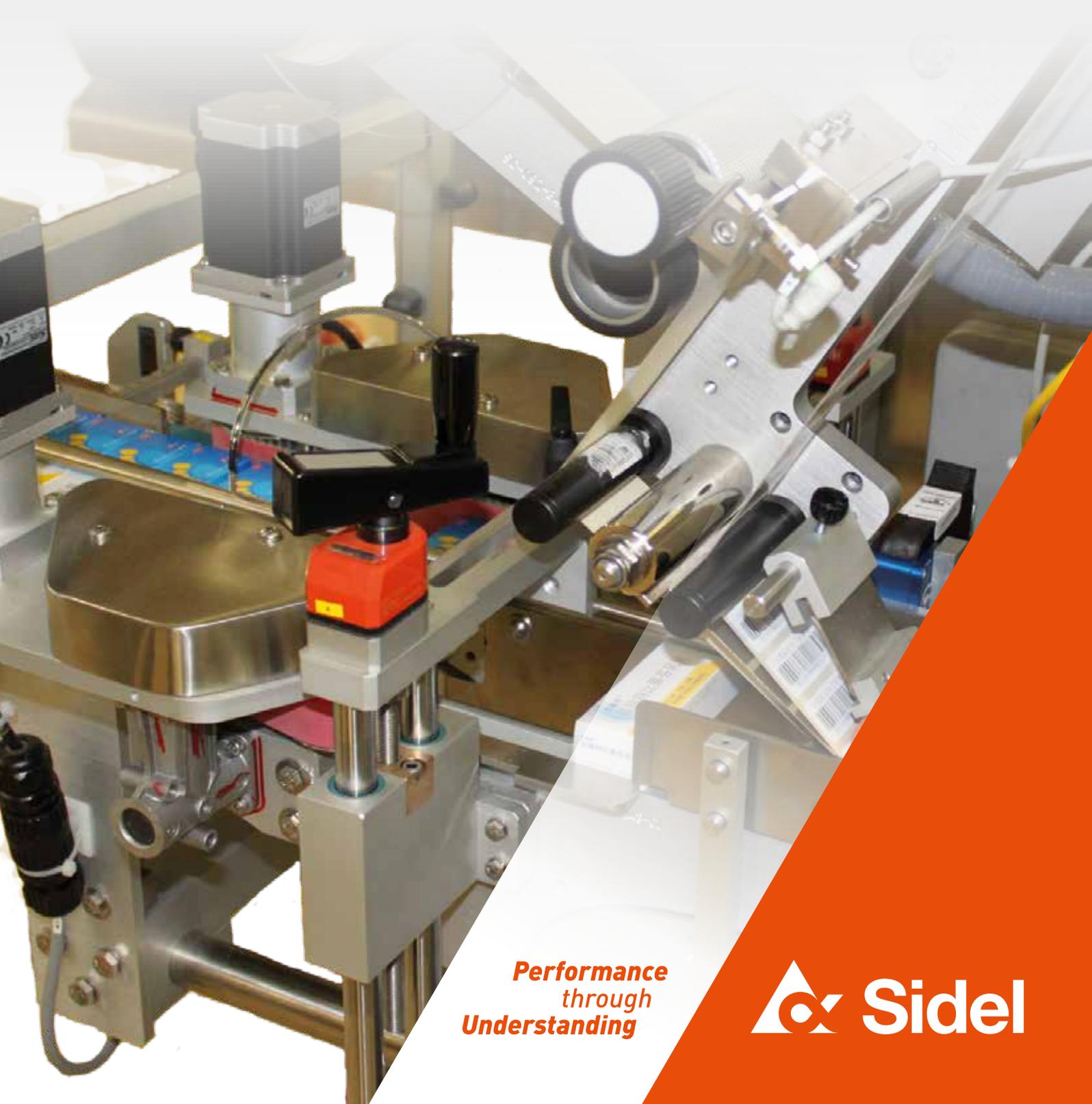


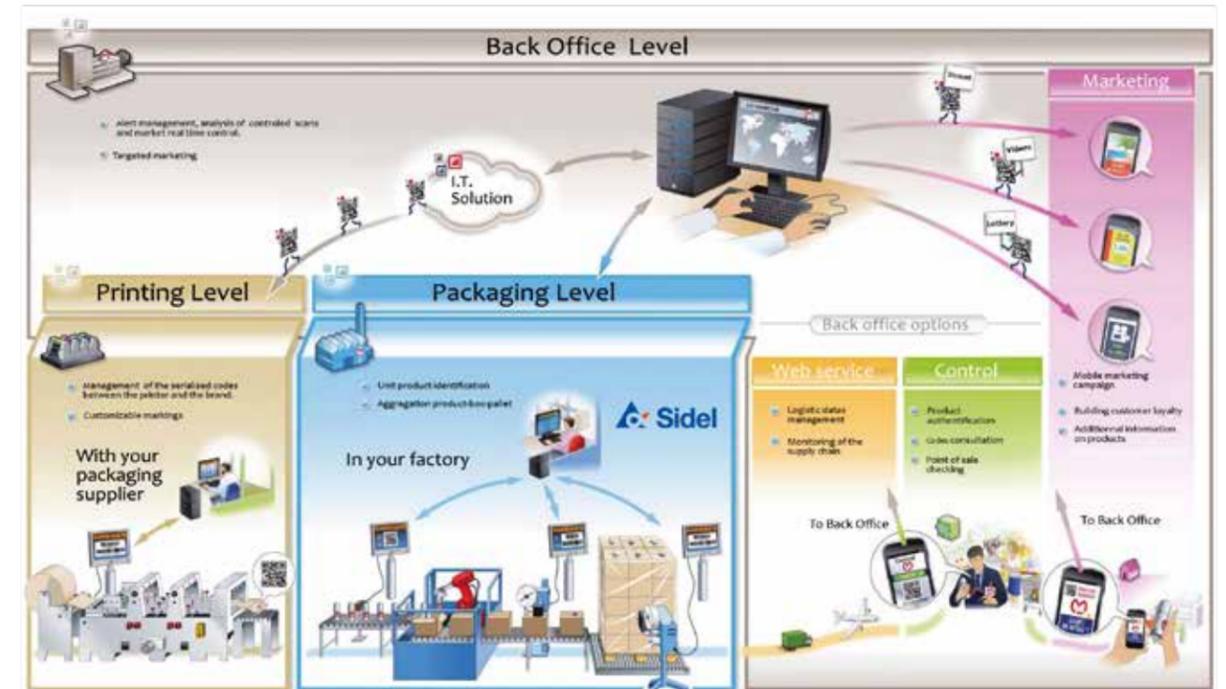
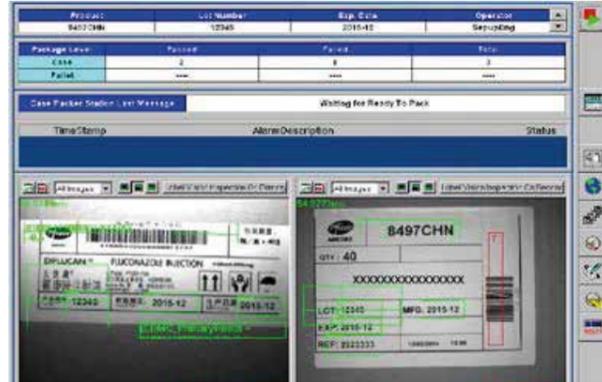
# CERMEX SERIALIZATION **BY TRACK & TRACE TECHNOLOGY**



*Performance  
through  
Understanding*

 **Sidel**

# BY TRACK & TRACE TECHNOLOGY



## What is about?

- Guaranteeing the traceability of each product in real time, from production to the consumer
- Fighting against counterfeiting, deterioration of your turnover and infringement of your corporate image
- Providing invaluable marketing/consumer data
- Improving the efficiency and effectiveness of drug recalls

## What does Sidel have to offer

- An expertise covering serialization, aggregation and association of your products
- Machine design allowing the integration of standard functions as well as advanced specific requirements
- Collaboration with the integrator of your choice or comprehensive supply of machine and tracking
- Use of latest technology in vision and printing

- TODAY: mandatory in the Pharmaceutical Industry...
- TOMORROW: in all fast-moving Consumer goods!



Sidel is a leading provider of equipment and services solutions for packaging beverage, food, home and personal care products in PET, can, glass and other materials.

With over 40,000 machines installed in more than 190 countries, we have nearly 170 years of proven experience, with a strong focus on the factory of tomorrow with advanced systems, line engineering and innovation. Our 5,500+ employees worldwide are passionate about providing solutions that fulfil customer needs and boost the **performance** of their lines, products and businesses.

Delivering this level of performance requires that we stay flexible. We continuously ensure we **understand** our customers' changing challenges and commit to meeting their unique performance and sustainability goals. We do this through dialogue and by understanding the needs of their markets, production and value chains. In turn, we apply our solid technical knowledge and smart data analytics to ensure lifetime productivity reaches its full potential.

We call it **Performance through Understanding**.

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**Performance  
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Understanding**

