



## Marketing&Communication Department

Via Nazionale 100, 40065 Pianoro (Bo) – Italy

press.office@marchesini.com – [www.marchesini.com](http://www.marchesini.com)

Press contact: Manuela Goldoni +39-347-9632938

Company contact: Maria Grazia Preda +39-051-6518937

### “Pharmintech 2010”: Success for Marchesini Group

Innovative solutions for the pharmaceutical packaging industry in a **showcase of 500 square meters** where **over three hundred customers** from all over Italy and Europe, and markets of the Middle East in particular, were welcomed.

Role leader at **“Pharmintech 2010”** (third edition of the reference trade fair for the pharmaceutical and “over-the-counter medicines” industry, which took place in **Bologna** on **May 12<sup>th</sup> – 14<sup>th</sup>**) was **Marchesini Group**. In an attractive and modern showcase, the Group presented stand-alone machines and complete lines for packaging various types of pharmaceutical products (liquids, solids and creams) of great interest to the international market.

**Maurizio Marchesini**, CEO of the Group, is pleased with the outcome of this third edition of Pharmintech. *“Our expectations for the event were certainly satisfied – Mr. Marchesini commented. As Marchesini Group, we met many Italian customers and customers from the Middle East who showed great interest in our stand-alone machines and complete lines exhibited”. “What’s more, an interesting novelty – Mr. Marchesini continued – was that of opening the trade fair to exhibitors dedicated to Contract Packaging: companies were thus able to meet potential partners to whom they may outsource their pharmaceutical production and packaging business. We firmly believe in the growth of this trade fair, which could become an important meeting point also for experts of pharmaceutical technologies”.*

Much appreciated by customers - who came mainly from Italy, from various European countries but also from India and Maghreb - were the **four versions of the labelling machine** produced by Neri: **BL400 “Track&Trace”**. The machine applies and controls **track and trace codes** on pharmaceuticals and labels with various code combinations. The machines on show, all complete with product track and trace software of **three different suppliers (Laetus, Sea Vision and Sytech)** were successful in view of their impressive flexibility and reliability.

Visitors were also rather interested in **Integra300, an integrated robotic blister line** capable of integrating the two thermoforming and cartoning operations in one single unit: this system exploits the robotic connection **“Robocombi”** to pick-up the blisters and subsequently place them directly in the cartons.

Visitors also appreciated the **Group’s new advertising campaign**, which was presented for the occasion at Marchesini’s stand and which interprets the group’s reference *concept* quite clearly: **“Tomorrow’s Technology Today. The future is achieving what others find impossible”**.

Customers very much enjoyed the two late-afternoon events organised after the trade fair closed its doors, at the group’s headquarters in Pianoro: a pleasant and relaxing opportunity for guests also to visit the company.



#### HEADQUARTERS

Sede Legale ed Amministrativa:

Via Nazionale 100 - 40065 PIANORO (Bologna) Italy

☎ +39.051.6518711 – fax +39.051.6516457

[www.marchesini.com](http://www.marchesini.com) - info@marchesini.com

R.E.A. Bologna N. 327089 - Iscr. Reg. Imprese di

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#### STABILIMENTI:

PIANORO (BO)

PIANORO (BO)

PIANORO (BO)

PIANORO (BO)

CALDERINO DI M.S. PIETRO (BO) Via Lavino, 205/B

CARPI (MO)

CERRO MAGGIORE (MI)

LATINA

Via Garganelli, 20 ☎ +39.051.6518711 fax +39-051-6516457

Via del Lavoro, 3 ☎ +39.051.6518711 fax +39-051.6518847

Via Allende, 1-3 ☎ +39.051.6518711 fax +39-051.774482

Via dell’Artigiano, 4 ☎ +39.051.6527092 fax +39-051.6526400

Via Lavino, 205/B ☎ +39.051.6761538 fax +39-051.6769185

Via Ampere, 1 ☎ +39.059.696696 fax +39-059.641526

Via Kennedy, 2/4 ☎ +39.0331.744211 fax +39-0331.515671

Via Belice, 13/15 ☎ +39.0773.40391 fax +39-0773.403916