

Press release

Marchesini Group doubles the dates for X DAYS, unveiling extraordinary new technologies for stickpack and blister packaging

Pianoro (Bologna, Italy) - The first group of **X DAYS** - the exclusive digital shows launched by Marchesini Group back in March to keep in touch with its customers while safeguarding their health and that of the Group's employees - have recently come to an end. The five appointments streamed to date, presenting some of the Group's most important recent technological innovations in pharmaceutical and cosmetics packaging, saw the participation of more than 2,400 individual users from over 107 countries around the world. The success of the initiative has laid the foundations for the launch of a second series of online shows, which this time will be supported by a re-designed graphic interface.

The second season of X DAYS will premiere on the 22nd of October, with a focus on **Valida** technology, an electronic counting machine equipped with a dual counting and vision system to verify the shape, colour, height and active ingredient of the tablets in order to provide total control over the counting process.

Following this, the show on the 19th of November will feature an original solution for filling and closing stickpacks, created through a combination of **Schmucker** technology and Marchesini Group's hardware and software know-how: this synergy will create the widest offering of stickpack packaging lines on the market.

The 17th of December event will focus on **X-CARE** services, Marchesini Group's remote support services consolidated in March this year, and which enabled testing of over 50 lines in streaming as well as accelerating the Customer Care digitisation process thanks to the **Teleservice** and **Live Assistance** services.

The new year will begin with a demonstration of the state of the art of one of Marchesini Group's key technologies: machines produced by **Neri**, the Group's division specialised in labelling solutions. More specifically, participants in the 28 January session will witness the presentation of the **RE 402** model for labelling glass, plastic and metal products of any size and shape.

The final event, on 18th February, will see the presentation of the **Integra 320** robotised integrated blister line, containing the latest technological developments created alongside our partner **SEA Vision**, including the control system which checks the product's active ingredient. The range of Integra lines now represents the most advanced technology on the market for blister packaging of pharmaceutical products, thanks in part to extensive use of **Artificial Intelligence** to monitor and maximise production performance.

Over the next few weeks, Marchesini Group will also be participating in numerous online events, including: **Pharma TRACKTS!** together with SEA Vision (1-2 October), dedicated to serialisation and traceability; **FCE Live Sessions** (5 October); **CpHI - Festival of Pharma** (5-16 October), an overview of world trends in the pharma market; **WeCosmoprof** (5-9 October), dedicated to the world of beauty; **PACK EXPO Connects** (9-13 November), a round-up of the most recent developments in the pharma, F&B and beauty markets.

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