

# Millmount Healthcare - The Competitive Edge!

A leading Indian pharmaceutical company, based in Ireland was due to release a new generic product onto the Italian market. Before the product was due to be launched, it was discovered by the Indian company that the wrong expiry dates had been printed on the blister packs of their new product.

Subsequently, they required the existing data to be amended with valid dates. The decision was taken to contract the re-work job to both an Italian pharmaceutical company and also to Millmount Healthcare in Ireland. This decision was arrived at for a number of reasons:

- The Italian pharmaceutical company was perceived as the more competitive in terms of Lead Time than Millmount Healthcare and with the product already delayed in terms of its release onto the Italian market; they were given the first half of the order.
- Millmount Healthcare, however, was seen as more competitive in terms of their price. The decision was made to ship the products to Ireland for the second half of the rework.

Once the decision was made to divide the job evenly between Millmount Healthcare and their Italian counterparts both organisations delivered their proposals to the Indian manufacturers.

Millmount's solution was to cover up the faulty expiry date and batch number by darkening the area. They would then print the batch number and the correct expiry dates either side of the darkened area.

The Italian company, on the other hand, decided to replace the faulty expiry dates and batch number with an adhesive sticker stating the correct expiry date. With both proposals submitted, the Indian manufacturers accepted Millmount's suggestion and rejected that of the Italian company.

Under the GMP (Good Manufacturing Practice) guidelines, if a manufacturer wishes to hide incorrect information on their products, they must completely wipe out the information or darken the area, just as Millmount Healthcare had suggested. With their proposal rejected, the Italian company had to return to the manufacturers with a new proposal. Due to the delay caused by their error Millmount Healthcare's solution was superior both on quality and on price, re-packing the product in half the time and for half the price.

**MILLMOUNT**  
HEALTHCARE 

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