



Marco Alonso of Svenska Allen makes one final check before delivery to AstraZeneca.

Svenska Allen to supply Hitachi inkjet printers to AstraZeneca in Södertälje, Sweden.

Svenska Allen Coding AB has many years' experience of industrial printing in demanding settings. It was this experience and broad expertise that secured a contract with AstraZeneca.

Following in-depth testing and analysis, AstraZeneca decided that Svenska Allen was the most suitable partner in terms of solutions for printing directly on products in industrial applications.

To satisfy customer requirements, the case in question opted for Svenska Allen and an inkjet printer from Hitachi. Svenska Allen, which has long worked with Hitachi and their inkjet printers, is certain that this is the best solution for AstraZeneca's needs.

The first tests for AstraZeneca started more than two years ago. Svenska Allen and Hitachi devoted a great deal of time and energy on identifying the ideal combination of system components. Among other aspects, extensive testing was conducted to define the optimum ink quality.

The printers are integrated in the production line to print batch numbers and dates on pharmaceutical packages. Software was updated and customised to satisfy AstraZeneca's specifications in terms of printing quality and user friendliness. Also on AstraZeneca's list of requirements was a three-line, high-quality print for vision control.

Installation of the inkjet printer, the Hitachi PXR, began in the spring 2009 and will continue throughout the autumn. AstraZeneca's production facility in Snäckviken in Södertälje will house the new Hitachi PXR, which replace old inkjet printers.

AstraZeneca chose Svenska Allen due to its cost-effective ink system, convenient service and preventive maintenance plan. They were also looking for a dedicated and committed supplier.

The contract includes not only printing equipment but also getting the equipment up and running, service, support and training of relevant staff. When the installation process is finished, 21 printers will be installed and operating in Astra's production lines.

About AstraZeneca

AstraZeneca is a major international healthcare business engaged in the research, development, manufacturing and marketing of meaningful prescription medicines and supplier for healthcare services. AstraZeneca is one of the world's leading pharmaceutical companies with healthcare sales of US\$ 31.6 billion and is a leader in gastrointestinal, cardiovascular, neuroscience, respiratory, oncology and infectious disease medicines. For more Information visit www.astrazeneca.com.