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Pharma Packaging Summit 2024 Spotlights Trends, Innovations & User-centric Design

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Synergy of technology, innovation and a deep understanding of user needs is expected to shape the future

At the Pharma Packaging Summit 2024, held on January 31, the transformative journey of pharmaceutical packaging was the key focus. The summit, held to discuss the latest trends and innovations, brought together key players in the field to address the dynamic needs of users and align with industry drivers.

The summit commenced with a welcome address by Ashish Chauhan, Director of BlueTech Media. Chakravarthi AVPS, Global Ambassador of the World Packaging Organisation (WPO), who shared profound insights into the global perspective on pharmaceutical packaging, setting the stage for discussions on the future of the industry.

A notable presentation on "Innovations Shaping the Future of Pharma Packaging" was delivered by Jayanthi Murthy, Senior Manager, Stelis Biopharma. The presentation delved into the cutting-edge advancements that are reshaping the pharmaceutical packaging landscape.

Bikash Kumar Sarangi, Lead, Packaging Development, Bluefish Pharmaceuticals highlighted the significance of ensuring packaging facilitates easy, effective, and safe use. He also highlighted correct dose delivery which implies precision in delivering the right dosage to patients.

Murthy further emphasised the need for painless and patient-friendly packaging solutions.

Rajesh Pednekar, Head of Supply Chain, Operations, and Strategy, Healthcare SF, outlined key drivers influencing packaging innovations like aligning packaging with the growing trend towards personalised healthcare, innovations focused on minimising pain during medication administration and tailoring packaging solutions for the emerging field of cell and gene therapies.

Maharashtra Food and Drug Administration (FDA) Joint Commissioner, D R Gahane, emphasised streamlining processes for enhanced efficiency and productivity. He advocated utilising recyclable, reusable, and biodegradable materials to reduce the carbon footprint, integrating new technologies and materials for improved packaging solutions and ensuring the integrity of pharmaceutical products during storage and transportation.

Omprakash Sadhwani, Former Joint Commissioner, and Drugs Controller, Maharashtra spoke about regulatory compliance and addressing stringent serialisation requirements and electronic tracing regulations. He also spoke about exploring ways to reduce costs without compromising product quality, taking into consideration market dynamics and insurance funding.

The summit emphasised the critical need for dosage compliance and enabling self-administration by users, acknowledging the evolving role of patients in managing their healthcare.

As the pharmaceutical packaging industry continues to evolve, the summit concluded with the anticipation of further advancements. The synergy of technology, innovation, and a deep understanding of user needs is expected to shape the future of pharmaceutical packaging.

The industry remains committed to meeting the dynamic demands of the healthcare landscape with a focus on sustainability, compliance, and user satisfaction.

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