

Reusable, high-performance packaging to rent

Clinical trial temperature-controlled shipments are moving from single-use packaging shipments to reusable, high-performance packaging shipments in a rental model.

EMBALL'ISO is a pioneer at developing reusable packaging and rental solutions, and, after a few years of implementation, its customers have received a significant return of experience.

New high-performance packaging has been developed in recent years with highly insulated material like vacuum-insulated panels (VIPs) and phase change material (PCM) cooling elements. This new insulated packaging avoids temperature excursion even on long shipments, mainly due to PCM's ability to go into hibernation mode when stored at specific temperatures. However, not all customers can move to these new packaging technologies due to the high cost involved. Those reusable packaging are five to ten times more expensive than single-use packaging.

A world leader in the design and manufacture of high-performance temperature-controlled packaging systems for the transport of pharmaceutical products, EMBALL'ISO's business model has shifted to offer high-performance isothermal packaging rental solutions over the last five years.

EMBALL'ISO's rental offer includes a rental fee for packaging and the option of a collection service managed by EMBALL'ISO at the final destination. Cleaning by UV treatment and quality control is also included in the service, as well as a follow-up on dedicated software. Additional services like ready-to-use or temperature data tracking can also be added. As soon as the packaging is shipped to the final destination (customer or subsidiary), the collection shipment is planned with the aim of offering the highest recovery rate.

Three main benefits

Among the benefits of this new model, the most prominent is the eradication of temperature excursion and therefore quality improvement due to the use of high-performance isothermal solution that they could not have afforded on a sales model.

The second main benefit is the cost reduction on every aspect:

- no more capital costs for packaging acquisition
- fewer or no more storage costs
- fewer conditioning costs due to the ease of use and conditioning of PCM.

The final benefit is the reduction of environmental costs due to the reuse of isothermal packaging. No waste management is needed and the entire isothermal solution – packaging and briquettes – is reused. This model is

environmental-friendly, particularly over shorter travel times to the packages final destination, where it will be cleaned, quality checked and recorrugated. EMBALL'ISO's worldwide presence spans across four continents, with eight production sites in Brazil, China, France, Germany, India, Singapore, the UK and the US, and collection points in more than 80 countries. This global distribution helps customers to reuse isothermal packaging worldwide by shipping the isothermal solution back to its nearest factory. This model works for small packaging as well as for big pallet shipments in the reverse logistics model.

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– Yann Martin

Nevertheless, prior to implementing this rental, “you should be aware that you will have to define new processes with your logistic and production team, and it will definitely change your way of working together,” says Yann Martin, global sales director of EMBALL'ISO. The communication with the isothermal packaging supplier and the final customer is crucial in order to maximise the return rate. “By working hand in hand with our customers, helping them and advising them on their rental management process, we manage to collect 98% of isothermal packaging on the selected shipping lane,” Martin adds.

In a nutshell, pharma companies can drive their costs down and eradicate temperature excursions by renting high-performance reusable isothermal solution. Nevertheless, the human involvement to initiate this new process must always be taken into account. ■

Further information

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