

# Application Spotlight

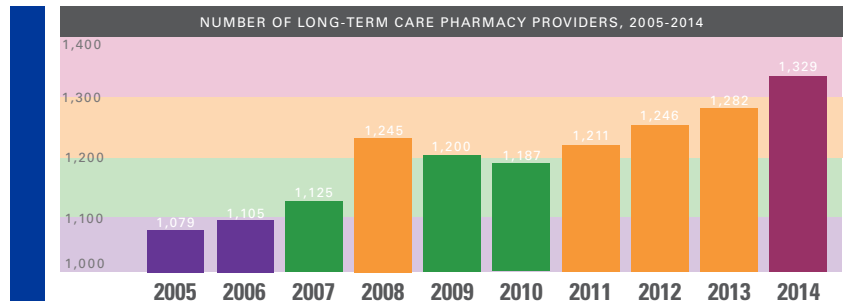


## Pharmaceutical Applications

Barcoding is becoming mandatory for pharmaceuticals and medical devices. Tracking the manufacturing of a specific drug or device is critical for the supplier and the consumer. It's important for a pharmaceutical company to control and regulate the inventory of a specific drug, as well as for the local pharmacy to control the consumer supply of that drug. It's imperative for a medical device manufacturer to provide complete traceability. Both applications require printing that is crisp and durable.

## Long Term Care (LTC) Industry Overview

- Roughly 50% of the long term care (LTC) pharmacy sector is controlled by just two companies.
- In 2014, there were more than 1,300 independent LTC pharmacies operating in the U.S.
- LTC pharmacies are generally closed-door facilities offering no public-facing operations.
- In 2014, there were over 30,000 nursing homes and assisted living facilities in the U.S.
- There are 1.67 million licensed nursing home beds and approximately 800,000 assisted living facility beds (2014).
- As the baby boomer generation ages, there is an increase in demand for assisted living and nursing home beds.
- Many nursing homes and assisted living facilities are adopting their own in-house pharmacy services.



## Products

DNP carries a wide variety of wax, wax/resin, and resin thermal transfer ribbons to pair with common pharmaceutical substrates like paper, polypropylene, polyethylene, polyolefin, and polyester. Visit our website for more information: [am.dnpribbons.com](http://am.dnpribbons.com).

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