



MEDIA RELEASE

WLS Introduces New VVM Label Applicator

Efficiently applying temperature-sensitive labels to help ensure product efficacy

MOORESTOWN, NJ, September 7, 2022 – [WLS](#), a [ProMach](#) product brand, introduces its [VVM label applicator](#) at Pack Expo booth #W-17002 in the Healthcare Packaging Pavilion. Designed for installation on virtually any WLS labeler, this new applicator applies thermochromic “vaccine vial monitor” (VVM) labels that change color when exposed to an out-of-tolerance temperature for a set amount of time, indicating whether each container has been kept at the necessary temperature to preserve product efficacy. Running at high speeds up to 600 ppm, the VVM label applicator offers accurate label placement, easy operation and fast changeover.

“The current pandemic has made VVM labels more important than ever. Most COVID vaccines require storage at extremely low temperatures, much lower than normal refrigeration. If vials are taken out, it must be for a known period of time, otherwise the vaccine is rendered ineffective,” said Philippe Maraval, V.P. of Sales at WLS. “Whether a drug is being shipped across the United States or to a developing country where the ‘cold chain’ can be harder to maintain, VVM labels are a valuable tool to ensure the product is still potent and safe when it reaches the consumer.”

Suitable for more than vaccines, the VVM label applicator is ideal for pharmaceutical and medical device manufacturers and contract packers handling vials, bottles or other containers that hold temperature-sensitive products.

To accurately apply the pressure-sensitive VVM labels, each container is positively transported via a servo-driven mechanism, which is encoded to the label applicator drive. The labeling head unwinds the label web and precisely applies a VVM label on either the top or side of each container. A camera verifies the presence and position of the VVM label and out-of-tolerance containers can be automatically rejected.

Designed for integration at the entrance or exit of a WLS rotary or in-line labeler, the VVM label applicator minimizes capital costs, floorspace requirements and integration time. The applicator is fully synchronized to the host labeler’s electronic drivetrain and operates via a single, integrated HMI for easy operation. Fast, recipe-driven, tool-less changeover can be completed on the applicator in less than 10 minutes. It is available with all of the validation options offered on a WLS labeler including Domain Authentication, 21CFR Part11 with Audit Trail, SCADA communication and more.

Featuring stainless steel and anodized aluminum construction, the VVM label applicator complies with cGMP standards. It can be installed on a new WLS labeler or as an upgrade on an existing WLS labeler.

WLS will be exhibiting a VR-72 labeler at Pack Expo booth #W-17002 in the Healthcare Packaging Pavilion. The team is prepared to discuss the VVM label applicator's features, benefits and applications with booth visitors.

About WLS For over 30 years, WLS has designed and manufactured sophisticated, high-speed rotary and inline labeling machines along with industry-leading serialization, coding and digital printing solutions. Their systems are uniquely crafted to ensure careful handling of delicate products without sacrificing production speeds or precision when applying labels to bottles, vials, syringes, auto-injector devices and much more. WLS is a product brand of ProMach, a global leader in packaging line solutions. As part of the ProMach Pharma business line, WLS helps packaging customers protect their reputation and grow the trust of their consumers. ProMach is performance and the proof is in every package. Learn more about WLS at www.WeilerLS.com and more about ProMach at www.ProMachBuilt.com.

About ProMach

ProMach is a family of best-in-class packaging solution brands serving manufacturers of all sizes and geographies in the food, beverage, pharmaceutical, personal care and household and industrial goods industries. ProMach brands operate across the entire packaging spectrum: filling and capping, flexibles, pharma, product handling, labeling and coding and end of line. ProMach also provides Performance Services including integrated solutions, design/build, engineering services and productivity software to optimize packaging line design and deliver maximum uptime.

ProMach designs, manufactures, integrates and supports the most sophisticated and advanced packaging solutions in the global marketplace. Its diverse customer base, from Fortune 500 companies to smaller, privately-held businesses worldwide, depends on reliable, flexible, technologically advanced equipment and integrated solutions. ProMach is headquartered near Cincinnati, Ohio, with manufacturing facilities and offices throughout North America, Europe, South America and Asia. For more information about ProMach, visit www.ProMachBuilt.com and for more information on ProMach Careers, visit www.ProMachCareers.com.

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