



Innovative suppliers and GPOs

Bionnovation transforms its operations and achieves global growth with GS1 standards

Headquartered in Bauru, Brazil, Bionnovation Biomedical is a Brazilian company that specialises in dental implants and biomaterials for the medical and dental markets. The company supplies distributors worldwide with innovative products and the latest technologies designed to meet the growing demands of their markets. Expanding into the U.S. and other important international markets, Bionnovation wanted to improve the distribution of its products as well as comply with the U.S. Food and Drug Administration's (FDA) Unique Device Identification (UDI) regulation. The company now uses GS1 standards to uniquely identify each of its dental implants and other products. As a result, Bionnovation has achieved end-to-end product traceability throughout its global supply chain, reduced order fulfilment errors to zero, improved productivity and inventory management, and further demonstrated its commitment to innovation for customers.

Bionnovation b i o m e d i c a l

By Jeferson Tavares

Delivering dental health worldwide

Bionnovation was formed with the vision of bringing smiles back to people's faces. As a provider of dental implants and biomaterials, Bionnovation works daily to ensure that high-quality dental health is accessible to everyone.

The company's product line is comprised of implants, prosthetic, surgical and instrumental components as well as biomaterials, which are products that aid with bone regeneration. From the receipt of raw materials to the distribution of products to customers, all steps in Bionnovation's production process are executed, verified and recorded according to certified procedures based on Good Manufacturing Practices.

High performance and accelerated growth has spurred its predominant market share and

impressive sales in Brazil and in international markets—with its resellers and customers. "To successfully conduct business in global markets, we needed greater control over the distribution of our products as well as the ability to address the U.S. FDA's UDI regulation," says Jeferson Tavares, Systems Analyst. "We decided to implement GS1 global standards as a necessity of doing business."

Traceable, accurate shipments

Working with GS1 Brazil, Bionnovation is now identifying each of its individual products with a GS1 Global Trade Item Number® (GTIN®), batch/lot and expiry date information—all encoded in a GS1 DataMatrix barcode. To identify and track cartons of products, the company uses GS1 standards.



To identify and track cartons of products, the company uses GS1 standards.

“We can now track cartons and even the individual products as they travel to distribution sites and, ultimately, to resellers and customers’ locations,” says Tavares. “This has allowed us to gain visibility into and improvements in logistics operations.”

Tavares and his team developed a new logistics process that relies on GS1 standards and the company’s ERP system to confirm the accuracy of orders and subsequent shipments.

“Prior to shipping an order, our logistics employee pulls up the customer’s purchase order in our system,” explains Tavares. “To validate the shipment, he scans the GS1 DataMatrix barcode on each product’s package. The system then compares the products scanned to the products listed on the order. If a product is missing or if a product is part of the shipment and should not be, the system alerts the manager so that he can take immediate action to correct the order before it’s shipped. If the products in the shipment match the products listed in the purchase order, the system confirms its accuracy.”

Putting smiles on customer faces

Even in its initial stage, the new process enabled by GS1 standards is helping Bionnovation eliminate shipment errors and avoid the associated costs. “We have found that errors in order shipments have been reduced to zero,” shares Tavares. Mistakes made in filling orders meant our company had to pay all costs associated with re-working the order as well as transport costs back to the customer.”

By scanning products’ DataMatrix barcodes, logistics workers can now more easily and quickly check orders, thus boosting their productivity.

“Overall, we have eliminated human error in the checking process that, in turn, has helped us improve stock management and achieve precision in stock inventories”.

Jeferson Tavares, Systems Analyst Bionnovation

GS1 standards have also helped Bionnovation address critical FDA UDI requirements for applying globally unique product identifiers to all medical devices placed on the U.S. market. “By using the GTIN in the GS1 DataMatrix, our company complies perfectly with the FDA’s mandate, allowing us access to the large American market,” says Tavares.

“What’s most important is that our customers are very satisfied. When they receive our orders, they can trust that these orders are accurate and complete,” says Tavares. “When tracking the status of orders, we are much more agile and can respond even quicker than before. We’re putting ‘smiles on our customers’ faces’ with our improved level of service.”

As a pioneer in using GS1 standards, Bionnovation continues to win the respect of customers and trading partners alike. “GS1 standards are helping us take advantage of new business opportunities and gain new credibility in an exciting global market—now, that’s something to smile about!” concludes Tavares.



By using the GTIN in the GS1 DataMatrix the company complies perfectly with the FDA’s mandate.

About the Author



Jeferson Tavares is a Systems Analyst with Bionnovation. He has more than 20 years of experience in information technology. Jeferson graduated with a degree in Information Systems from Faculdade FGP in São Paulo, Brazil.

About Bionnovation Biomedical

Bionnovation Biomedical was created with the purpose to make accessible the benefits of dental implants to everyone. The company provides advanced solutions for the replacement of dental elements and tissue reconstruction with a product line comprised of implants, prosthetic, surgical and instrumental components and biomaterials. In short, Bionnovation’s 83 employees work to bring a smile back to people’s faces.

www.bionnovation.com.br