



PRESS FOR IMMEDIATE RELEASE

PharmaLedger Expands Digital Trust Solutions with Launch of AstraLabel™, New Partnerships and Key Leadership Appointments

Basel, Switzerland – 13th October 2025 – PharmaLedger Association (PLA) today unveiled key milestones in its 2025–2027 strategy, reinforcing its mission to deliver trusted, digital-first solutions for the pharmaceutical and healthcare sectors.

Building on the success of its global **electronic Product Information (ePI) App**, the PharmaLedger Association (PLA) is proud to announce the upcoming launch of **AstraLabel™** - PLA's first SaaS platform open to members and non-members.

AstraLabel™ will serve as the engine behind the global scalability of digital labelling, including its existing Electronic Product Information (ePI by PharmaLedger™), enabling the real-time, secure delivery of approved labelling content directly to packaging and supply chain ops, regulatory portals, and patient/HCP devices.

AstraLabel™ was designed for regulatory traceability, data privacy, zero-paper operations, and interoperability. It will empower industry and regulators to reduce the digital gap across regions and organizations, by supporting varied levels of digital maturity while ensuring equitable access to trusted information for patients and healthcare professionals.

Beginning in 2026, pharmaceutical and medical device companies will deploy AstraLabel™ in one of its three configurations – **Core, Solo, or Edge** – flexible, enterprise-grade solutions tailored to each organization's scale and digital maturity. Whether supporting a single product line with AstraLabel™ Core or a global portfolio with AstraLabel™ Solo or Edge, it enables a seamless path to trusted, compliant, and sustainable digital labelling.

AstraLabel™ represents a pivotal step toward a trusted, digital-first future for product information in healthcare. As part of this expansion, PLA has entered into a strategic partnership with **Glemser Technologies**, a PLA member company, to provide seamless XML conversion services at scale, ensuring compliance, regulatory documentation and scalability for AstraLabel™ customers worldwide.

In parallel, PLA concluded the two RFPs initiated in 2024 with the confirmed selection of **PDMFC**, a PLA member company, as the development partner for its Product Trust Platform 2.0. Under PLA's leadership, PDMFC is building the next-generation infrastructure that will power **AstraLabel™** serving PLA members and clients starting in January 2026. The upgraded platform will provide robust, verifiable, and interoperable solutions for global product traceability and patient safety.

To advance its technology and quality agenda, PLA has also made two key leadership appointments:

James Gannon is appointed Vice President of Product Development and Technology – building on his proven leadership as VP of Quality, Trust and Safety, where he designed and qualified PLA's unique Quality Management System (QMS). He now brings deep expertise in digital product architecture and trusted data solutions to his new role.

Samuel Andrews is appointed Director of Quality – joining PLA in 2023, Sam has been instrumental in the quality assurance success of ePI by PharmaLedger™. In his new role, he will embed the highest standards of quality and compliance across all PLA offerings.

"These milestones mark an important step in advancing digital trust in healthcare," said Stefan Schwarzfischer, Executive Director of PLA. "With AstraLabel™, new partnerships, and strengthened leadership, we are ready to support our members and clients in creating a more transparent and patient-centric digital ecosystem."

About PharmaLedger Association

PharmaLedger Association (PLA) is a not-for-profit organization based in Switzerland dedicated to building trusted, digital-first healthcare solutions through collaboration with industry, patient organizations, technology partners, and regulators. Its flagship initiatives include the electronic Product Information (ePI by PharmaLedger™), AstraLabel™, and the Product Trust Platform. PLA's purpose is to build a digital trust ecosystem to serve healthcare.

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