

Sentry Logistic Solutions' 3PL pharma services in demand for 2007

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This year is shaping up to be another good year for third party logistics (3PL) services firms focused on the pharmaceutical industry, according to Sentry.

Based on its own experiences last year, the United States-based 3PL-provider said it is predicting a continued strong market demand for its services. These include the management of some of the aspects of a drug's journey from manufacturer to retailer, such as storage, logistics and supply chain.

Fuelling the demand is the general outsourcing trend currently gaining momentum in this industry, coupled with the fact that there are still only a handful of 3PL companies operating especially to meet the specific needs within the pharma industry.

"Specialization in this area is important for many pharma customers because it is a highly regulated industry and there are a number of things that 3PL providers must be well versed in that are specifically relevant to this sector. This includes international compliance regulations and issues surrounding supply chain security," company CEO Jennifer Marcum told Outsourcing-Pharma.com.

Sentry is in the process of upgrading its systems to gain the capability to use the track-and-trace

radio frequency identification tag (RFID) software that is slowly gaining acceptance as an anti-counterfeit measure.

"We are now in discussion with some of our customers in regards to RFID as well as other supply chain technologies such as e-pedigree," said Marcum.

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**-JENNIFER MARCUM, CEO
Sentry Logistic Solutions**

According to Marcum the firm is expecting significant growth for its own services in the coming year. "I am expecting a 30 percent quarter over quarter growth in our business market share over the next year," said Marcum.

Cold chain is tipped to be a particularly strong performer, largely due to the influx of biologic drug products now in Phase III.

The majority of business is expected to come from within the U.S., however, the firm's foreign trade zone license also makes the company attractive to international clients.

For more information about the company, visit www.SentryLogistic.com.

- By Kirsty Barnes