

Automated storage for efficient pharmacies

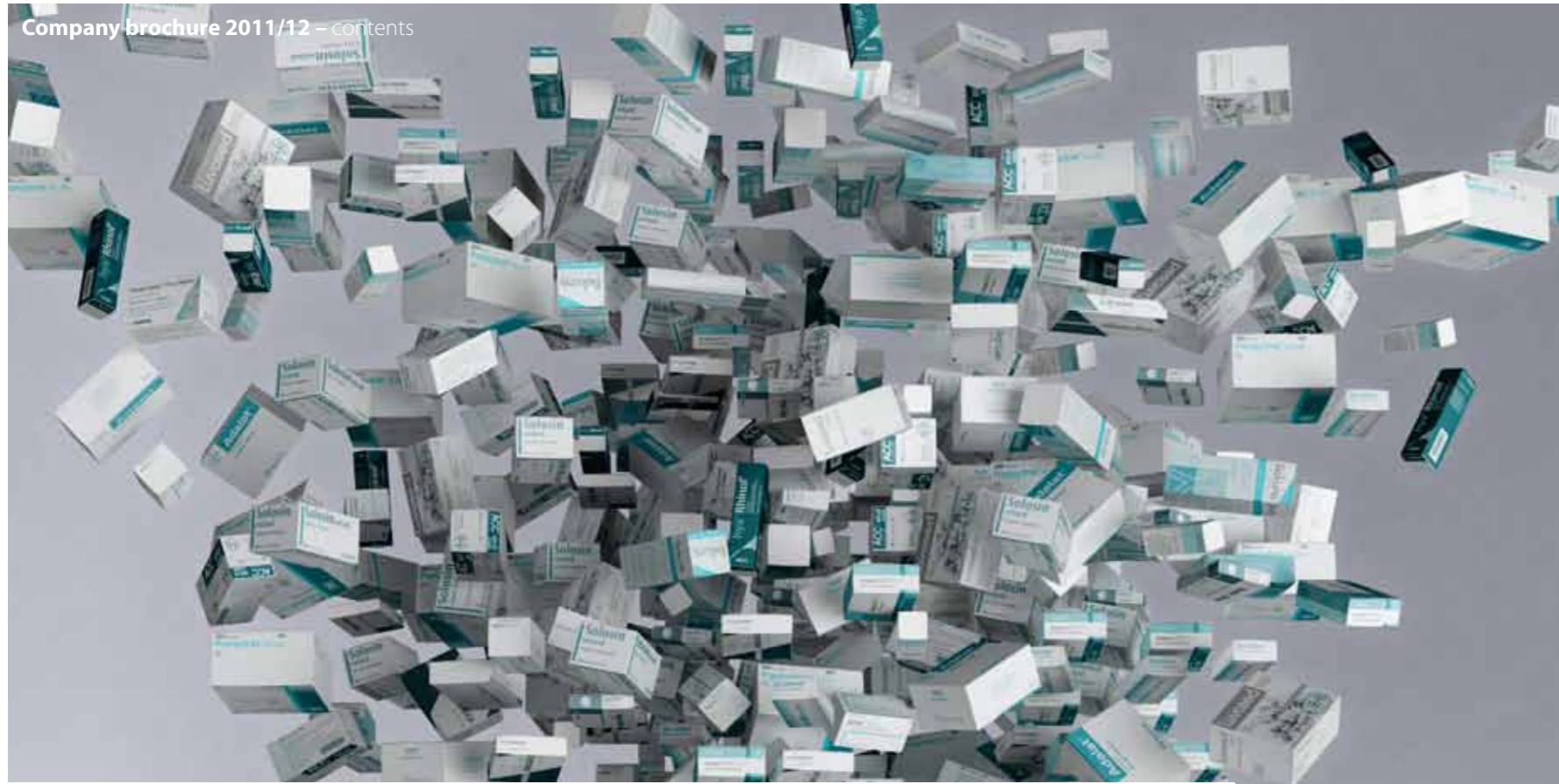
Company brochure 2011/12



1.5
pharmacists

per day decide on a Rowa system as an automated alternative to traditional drawer storage. And the reason is clear: greater cost efficiency, significantly more space for the product placement, consultations and last but not least satisfied customers.





4,000
packs / m

Automated storage and dispensing systems from Rowa automatically ensure order in the stock room. A Rowa always contains the precise stock levels of medicines to suit your pharmacy's current needs, at any rate up to 4,000 packs per running meter.



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We are passionate about what we do – automation solutions by Rowa

The name Rowa has been synonymous with quality and reliability for more than 15 years in the growing pharmacy automation market. More than 3,750 systems sold worldwide makes Rowa the market leader for automated stock handling in pharmacies.



Managing Directors Dirk Wingenter, Dr. Christian Klas and Markus Willems

We have invested serious time, expertise and passion into converting our vision into a product. Our primary intention with our automation solutions for pharmacies is to create flexibility. Practical flexibility for pharmacy employees because they no longer have to attend to the storage, but to their customers. Strategic flexibility for the pharmacist who can benefit from true cash savings and free up resources for ensuring a greater return thanks to improved storage and workflows. And finally, flexibility for the pharmacy customers who now receive more intensive, uninterrupted consultancy.

Our idea has proven itself already thousands of times. Together with CareFusion, we support pharmacies around the globe in fulfilling their objectives. And together we will also tackle your challenges.


Dirk Wingenter


Dr. Christian Klas


Markus Willems

The idea behind Rowa was to simplify time-consuming workflows in pharmacies and at the same time improve service for customers. The prototype of an automated storage and dispensing system was introduced in 1996, with the first installation then following the year after in the SaXonia pharmacy in Dresden. Today Rowa offers comprehensive automation solutions that cover all pharmacy processes from new deliveries to dispensing to the customer, with the possibility to individually choose the respective automation level.

with a strong partner: Together with CareFusion, a leading medical technology company in the US, Rowa will be able in the future to offer its extensive solutions for automated stock handling in pharmacies and hospitals globally. Rowa will continue to focus on its core expertise in this context, in other words improved storage and stock flows in the pharmacy. Not only will pharmacists benefit from this but also pharmacy customers thanks to greater focus on their needs and concerns, so everyone's a winner.

We grow with our tasks

Growing markets and new challenges demand that we also grow ourselves. For this reason, Rowa joined forces in August 2011

Rowa headquarters, Kelberg/Eifel
All Rowa systems are developed, planned and built at the company's headquarters in Kelberg. Thanks to the growing number of orders and the development of new products, the company's premises have been extended several times to provide additional production and office space.



Rowa headquarters, Kelberg

Quality prevails – Both globally and in the long term

Rowa automated storage and dispensing systems are used reliably in more than 30 countries and on all continents. The reasons for our worldwide popularity are clear: Rowa not only offers high-quality product solutions „Made in Germany“, but at all times supports the development of new system innovations where better ideas prevail over good ideas. Together with our friendly and expert service, optimum customer satisfaction is assured.

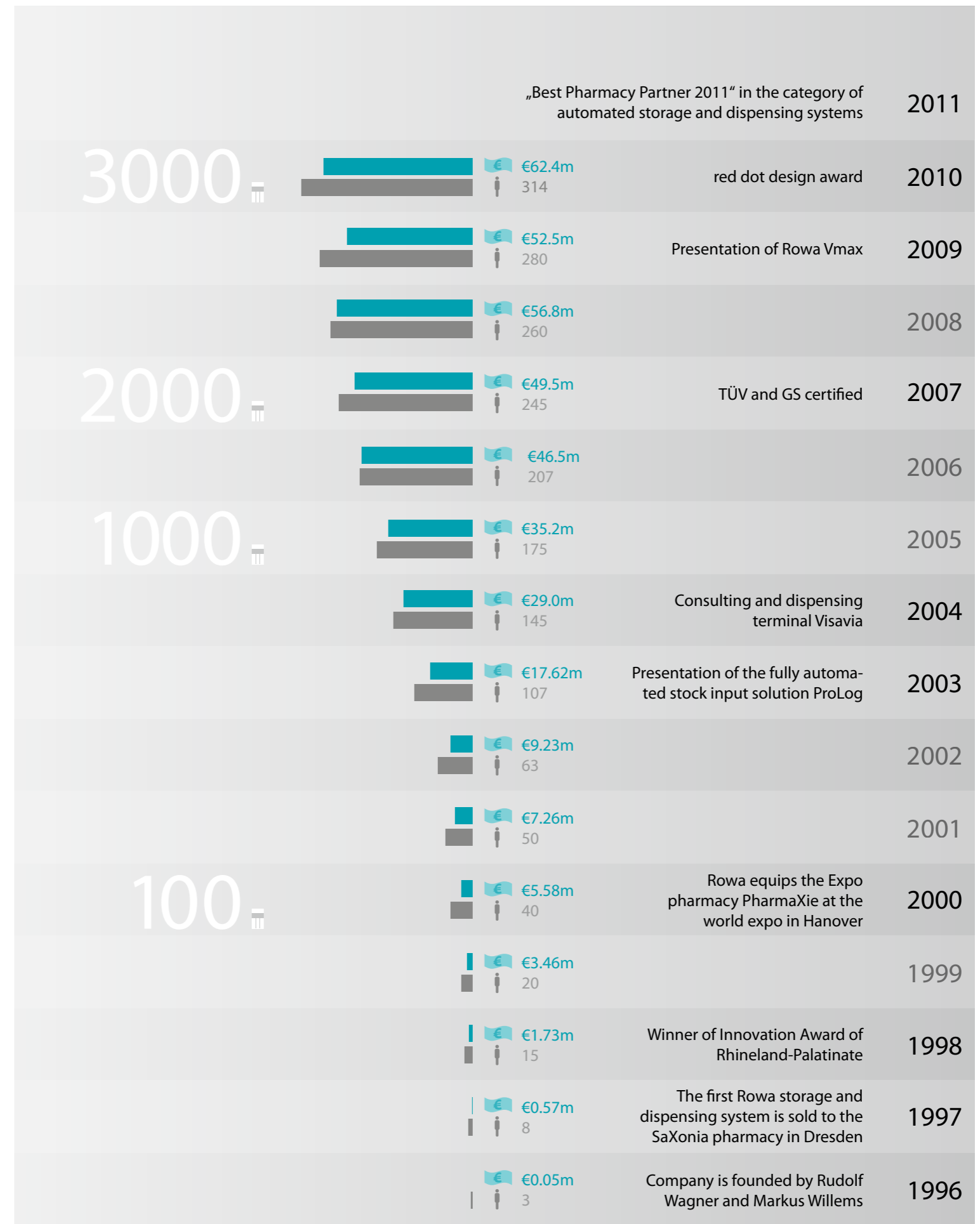
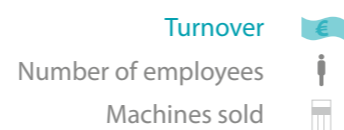
40
employees in
research and
development

We don't just think outside of the box, rather also at a 360 degree angle

Rowa is more than just a provider of automated storage and dispensing systems. We take a holistic view of our customer's needs and wishes from the outset. Out 40 strong workforce in the research and development department are devoted to ensuring that our products are always state-of-the-art and fulfill the various requirements and challenges of our customers around the globe. Innovative thinking ahead and continuous optimization are therefore an indispensable part of our day-to-day work. Customer focus is our top priority. Personal contacts from planning through to service are your guarantee of individual support, with no question being left unanswered.

We want to be masters of our own destiny

Rowa stands for entrepreneurial stability and sustained growth and therefore for investment protection. Thanks to the integration into CareFusion Corporation, Rowa now has a broader base to act from and can manage greater investments responsibly and without difficulty while ensuring the same high standard of quality. Not only do our employees and our Eifel base benefit in this respect, but first and foremost also the local pharmacies. Our development teams are moreover in close contact with the markets and ensure that impetus and suggestions from pharmacies are used to promote continuous new developments. New developments that we safeguard through numerous patents.



Please tell others – More than 98 percent of our customer would recommend us

Thinking things through from the customer's point of view, recognizing their needs and wishes and providing effective solutions fast: As market leader for automated storage systems in pharmacies, Rowa places its customers at the center of what we do. Such a degree of customer focus pays off: More than 98 percent of customers would recommend Rowa to others. It's no surprise therefore that according to a survey carried out by Worms University in 2011 in cooperation with the PharmaRundschau magazine, Rowa is the „Best Pharmacy Partner 2011“ for automated storage and dispensing systems.



Christoph Blasshofer

Apotheke am Altenhof, Essen, Germany

„No pack remains in storage for more than three weeks. This is possible thanks to 50 percent more customers, with some 50 percent more sales also. Our Rowa automated storage and dispensing system is therefore not only popular with me and my employees but also customers value the new consulting intensity and come back time and time again.“



Dr. Sean O'Hare

Royal Victoria Hospital, Belfast, Great Britain

„Reassignment of job responsibilities, more efficient management of services, ward-specific handling of pharmaceuticals and reduced storage requirements – we have achieved all of our objectives with Rowa. And another thing: We have gained space and employees are much happier than before. The reliability of the system in our demanding 24/7 operation is very impressive.“



Constance Tietz

Paracelsus Apotheke, Lübeck, Germany

“Since we switched to Rowa, we are totally enthusiastic about the efficiency of the Vmax. We can input up to 80 packs in just ten minutes using the two picking heads and can even enter the expiry date. Because the Rowa Vmax is so reliable in operation, we can concentrate fully on the customer in our over-the-counter sales. We are delighted to be able to work with such a modern machine. It's really fun!“



Johannes Hoffmann

Reuland Apotheke, Schweich, Germany

„I wanted a bigger sales area and at the same time wanted to dramatically simplify the organizational processes in my pharmacy. Now that we have a Rowa, we have twice as much space for an attractive presentation and intensive consultancy. And best of all: We have been able to reduce our stock by 20 percent without curtailing stock availability. After almost seven years of cooperation with Rowa, I am happy to say that my expectations have been clearly exceeded on all sides!“



Eva Göbel

Rochus Apotheke, Gensingen, Germany

„The Rowa is my recipe for better consultancy and much more. My 10-meter machine with viewing window is a real eye-catcher for my greatly increased sales area. The numbers speak for themselves in any event: 10 percent increase in sales per customer, 4 percent fewer wasted packs and stock input completed in half the time. Our stock availability has increased to 97 percent.“

1st
place

In a survey by Worms University in cooperation with the PharmaRundschau magazine, Rowa was selected as "Best Pharmacy Partner" with such a wide margin that for the first time in the history of this prize, a second place was not awarded.





22
drawer units

A Rowa Vmax automated storage and dispensing system with a footprint of only six square meters replaces 22 traditional drawer units. This means that pharmacists can make the best use of any potential rationalization and decisively expand their sales area.

Rowa Vmax – Optimum performance for discerning pharmacies

The Rowa Vmax is the intelligent automated storage and dispensing system for modern pharmacies. It impresses in everyday use with its outstanding capacities, maximum speed, excellent flexibility and its practical viability proven more than a thousand times. Use of the most modern picking head technology makes this system unique.

8
packs at a time

Greater capacity with less space

Thanks to its deep shelves, the Rowa Vmax fulfills customer requirements for greater width and depth of storage in a small amount of space. Keeping to the same length, the system offers twice the capacity of traditional storage systems and uses the available space optimally. Shorter distances between the packs and storage of several packs behind each other allow up to 4,000 packs per running meter.

Speed and precision

The Rowa Vmax operates quickly and precisely. Thanks to HD-Multi-Picking®, up to eight packs can be moved at the same time, both for stock input and output. Intelligent input control ensures that even newly input packs are available directly for sale. The system can hardly be heard: At just 48.3 dB(A), the Rowa Vmax runs as quiet as a whisper like a good dishwasher.

Flexible adaptation to room designs

The Rowa Vmax adapts to the room design required by the customer, not the other way around. The system is available in different length, width and height classes. Furthermore, several machines can be combined to form powerful multi-systems. The Rowa Vmax can be equipped optionally with a second picking head.

TÜV-certified quality and safety

Rowa is the only system of its kind to be certified by TÜV and GS. TÜV-certified manufacturers must be able to produce products with a constant level of quality and in compliance with safety standards. TÜV safety checks are voluntary and, in some cases, contain even stricter benchmarks than the regulatory standards. For Rowa customers, TÜV certification offers additional reliability that no other supplier of storage and dispensing systems can provide.



Individual solutions: The Rowa Vmax is available in white and anthracite

Rowa Vmax – The highlights

There are many reasons to choose a Rowa Vmax. Here are just a few of them.

Compact storage,
optimum capacity in the available space

Modular construction scalable for every pharmacy

Patented convenient stock input

Innovative, secure, patented V-picking head
technology with HD-Multi-Picking®

Optional second picking head

Touch screen with user-friendly interface

Ergonomic software including stock scanning,
back-office management, expiry date logging

Combined mixed and uniform storage

Stores the full range of products: fast, medium and slow-moving
items, additional stock, pharmacy only medicines display

Refrigerated items and round packs

Extremely low noise level

Low energy consumption: approx. 590 W/ h on average

TÜV and GS certified

Awarded the red dot design award 2010,
nominated for the German Design Prize 2011





2
days

That's all that's needed for Rowa Smart™ to be up and running in the pharmacy, significantly speeding up the pharmacy's stock.

Rowa Smart™ – Big relief for small pharmacies

So far smaller pharmacies have often had to forego the advantages of an automated storage system because the available space was too small or the procurement costs were simply too high. An automated storage and dispensing system pays off in many respects, however, for small and medium-sized pharmacies too.

Quintessential results from 3,750 automation projects

With the Rowa Smart™, Rowa developers have created a system that makes economic sense also for pharmacies with fewer than 200 customers a day. Think of it like a little brother for the Rowa Vmax. This is all thanks to its extremely attractive price/performance ratio. An especially low price was achieved for the Rowa Smart™ by standardizing its dimensions. The Rowa Smart™ comes in precisely one size. Its „one-size-fits-all“ packs it all in however: Its compact 4.50 m x 1.63 m x 2.50 m size embodies the combined experience of more than 3,750 automation projects with the dimensions tailored optimally to the needs of small and medium-sized pharmacies.

All Rowa advantages included

The Rowa Smart™ offers all the key advantages of the automated storage system. For example, it offers the repeatedly proven V-picking head with HD-Multi-Picking®, which can move up to eight packs at the same time. With a capacity of up to 9,000 packs, the system can stock adequate supplies of medicines for smaller and medium-sized pharmacies. And the competent Rowa Service is on hand quickly for users with no complications. Likewise fast and uncomplicated are the delivery and setup: The Rowa Smart™ is available immediately, there's no waiting time, and can be installed and commissioned within two days.

Rowa Smart™ – The highlights

- Developed especially for the demands of smaller and medium-sized pharmacies
- Extraordinary price/performance ratio
- Proven technology from more than 3,750 installations worldwide
- Made in Germany
- Up to 9,000 packages on only 7.3 m²
- 2 output locations included
- Available immediately at the order
- Ready for operation after only 2 days
- Conveyor technique can be connected
- Rowa Service with 41 service points



2
movements

Tip over wholesale box, start ProLog - new stock can be input in seconds with ProLog.

Rowa product options – Individually customized automation level

Numerous additional configuration options are available if required to increase the level of automation, which are precisely adapted to the needs of the local pharmacy.

Thanks to their modular design, Rowa automated storage and dispensing systems can be quickly extended if required and useful supplementary equipment can be added. With their practical and repeatedly proven product options, the machines conveniently adapt to any local space or customer requirements, meaning that the working day in the pharmacy goes even more smoothly and efficiently.

The right temperature – The Rowa refrigerated unit

According to regulations, some medicines must be stored at a constant, low temperature. The patented Rowa refrigerated unit offers pharmacies the option of keeping medicines constantly cooled. The unit recognizes when the pack is input that this particular medicine has to be kept cooled and stores it with high priority in the refrige-



Rowa refrigerated unit



iProLog – Integrated, fully automated stock input

rated unit. To minimize the power consumption, the lamellae are opened just enough to enable the stock to be input, ensuring that the temperature remains constant.

ProLog – Stock input at the touch of a button

If manual movements are to be reduced to a minimum when it comes to maintaining stock, the ProLog system offers the optimum solution at the touch of a button. ProLog can therefore unlock enormous additional potential for efficiency in pharmacies. The wholesale boxes are simply tipped out for the ProLog system with the remaining input being handled automatically by the system. Loading can take place anywhere: directly at the system, remote from the system using Rowa conveyor technology or even from a different floor or separate goods inward gate. The ProLog system from Rowa also processes 2D barcodes and round packs.

iProLog – Integrated, fully automated stock input

Fully automated input directly at the Rowa Vmax – iProLog is the integrated variant of the proven ProLog system. iProLog offers the same advantages and simplifications for stock input as the external solution. An additional device is no longer needed.

The system is filled by means of a flap below the controls of the automated storage and dispensing system while stock is input automatically after the wholesale box has been emptied. The packs, including round ones, are separated within the Rowa Vmax, measured, scanned and input. The system reads PZN, EAN and 2D barcodes. With iProLog, there can be built something completely around the machine: Pharmacies are offered tailored, innovative solutions as a result, which enable individual room designs.

Conveyor system – Extremely short routes

Pharmacy premises can often be very expensive depending on the location. It is therefore important to make optimum use of the available space and to set up the stock room in an area where there is unused open space. Thanks to our conveyor technology developed specially for pharmacies, Rowa storage and dispensing systems can be installed exactly where the space exists – on the upper and lower floors, in adjoining rooms or directly behind the pharmacy only medicine display wall. Conveyor belts as well as chutes and servo-controlled lifts ensure fast, quiet transport of the medications required directly to the counter.



6
seconds

That's all that's needed by Rowa Label to produce an individual patient label – little effort for an additional service that customers value.

Even more product options – For ever better customer service

Not only pharmacy employees benefit from an increased level of automation. Rowa offers product options whose results are also clearly discernible for pharmacy customers and which ensure satisfied and repeat customers.

Successful pharmacies with a strong base of regular customers stand out from the competition thanks to their above-average customer service. Rowa allows pharmacies to build on this feature precisely and intensify their service. High stock availability, short wait times, individual labeling of medicines as well as the option to collect medicines

around the clock guarantee optimally supplied and satisfied customers.

Rowa Label – Individual labels for your customers

Rowa Label labels medicine packs automatically for the individual patient. The required medicines pass the Rowa Label system before



Consulting and dispensing terminal Visavia



Cleaning module

being dispensed, where labels are attached on which Rowa Label prints the information from the pharmacy IT system, the pharmacy logo or precise dosage instructions. A useful extra for example when delivering to care homes. Rowa Label is simply docked onto the automated storage and dispensing system. The label layout can be created very simply. Operating the equipment and replacing the consumables is easy and intuitive.

Cleaning module – Automatically clean

The cleaning module cleans the system's glass shelves of paper dust which can collect as a result of the medicine boxes rubbing together. The cleaning function can be activated simply via Rowa Vmax's touch screen interface at the press of a finger. Before cleaning, the picking head completely empties full shelves and refills them again afterwards. And it does this fully automatically and at night also if required. The module is equipped with a barcode and is stored conveniently in the Rowa Vmax like a medicine pack.

Visavia – Service around the clock

Innovative supplementary equipment such as Visavia turn Rowa automated storage and dispensing systems into intelligent service systems. With Visavia, the consultation and dispensing terminal, pharmacies can offer their customers a 24-hour service. Visavia is already installed in some countries and is used in a variety of ways: as an order

collection terminal, a self-service point for non-pharmacy items and as a consultation terminal for pharmacy only and prescription only medicines. The ways the system is used by pharmacists vary because of different legal regulations in different countries.

Box system – Picking of bulk orders

With the box system, Rowa offers a practical solution for delivering to larger consumers such as care homes or hospitals. Up to 100 boxes can be made available in a buffer. The packs are picked on an order basis, labels are applied by Rowa Label and the packs are then packed into the relevant box. The box is then transported onward either by a conveyor belt or removed manually. The system can also handle commercially available wholesale boxes and takes the information it needs for label printing and picking from the pharmacy IT system. All work steps from ordering to delivery of larger orders can be automated in this way.

Customized automation – Carefully planned safety

An automated storage system from Rowa is always a perfect fit. The excellent flexibility of the systems and professional planning guarantee this.

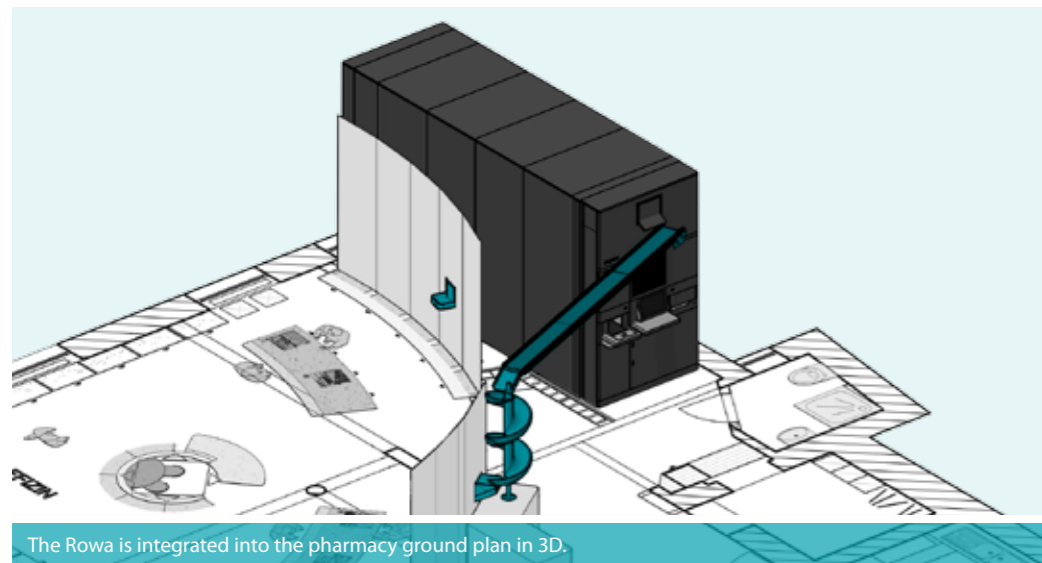
Rowa automated storage and dispensing systems are designed around what customers want for their space – and not the other way around. The range covers simple and quickly installed compact solutions for small and medium sized pharmacies to large multi-systems for hospital dispensaries with over 7,500 stock movements each day. With their flexible dimensions that can be adapted in terms of length, width and height, Rowa systems offer the precise storage space required by each pharmacy. The level of automation of the machine is also based fully on the needs of the customer.

System solutions to suit your needs

Rowa ensures top quality and precision as early as the planning stage of the individual automation solution. A personal adviser from the planning team designs the layout of the machine using inventory and frequency analyses whilst taking the customer's prefer-

ences into consideration. From the very start, Rowa works closely with the architects, shop fitters and IT providers that the customer chooses. Once the chosen layout of the space is fixed, the machine and any conveyor technology required is integrated into the pharmacy ground plan using a 3D drawing. A personal project manager is responsible at Rowa for ensuring the smooth execution from the planning right through to the installation. This project manager is available as a contact to all participants and clarifies even the smallest details in a joint site visit. The emphasis here is on ensuring optimum and practical implementation of the wishes and ideas and suggestions of the customer for a new and improved stock flow.

14
member
project plan-
ning team



The Rowa is integrated into the pharmacy ground plan in 3D.

Visualizations and 3D drawings are used to get a graphic impression of the look and feel of the pharmacy in advance. These views also clarify the positioning of the conveyor technology and the dispensing points.



100
customers/day
5,000
customers/day

Whether in a village pharmacy or in a major hospital dispensary, Rowa automated storage and dispensing systems from the market leader from Kelberg cater for the needs of 100 to 5,000 customers per day, depending on the type and size of the machine.





41

service points

Thanks to a comprehensive network of 41 service points in the German-speaking world, Rowa technicians can be on site at the pharmacy very quickly. Rowa also offers optimum customer support internationally through its sales and service partners.



Available at any time – Rowa service around the clock

The customer's queries and wishes remain the focal point for Rowa even after purchasing and installing an automated storage and dispensing system. Expert customer advisers, comprehensive maintenance contracts and bases throughout Germany guarantee quality of service at the highest level with the fastest reaction time in the market.

Automated storage systems must be available at all times. This is why Rowa stays in close contact with the customer and the system even after it has been commissioned. 21 service employees – all qualified technicians – are employed on the hotline alone and guarantee constant accessibility 24 hours a day, 7 days a week, 365 days a year. Rowa technicians monitor and observe all of the machines' functions and processes over the internet from the service center in Kelberg and identify possible faults before they occur via the service line or remote maintenance.

More than just normal service

Rowa Customer Service is responsible for dealing with all technical issues and is on hand quickly thanks to 41 service points in the German-speaking world alone. Comprehensive service and maintenance contracts, including all spare parts and consumables, guarantee the highest possible level

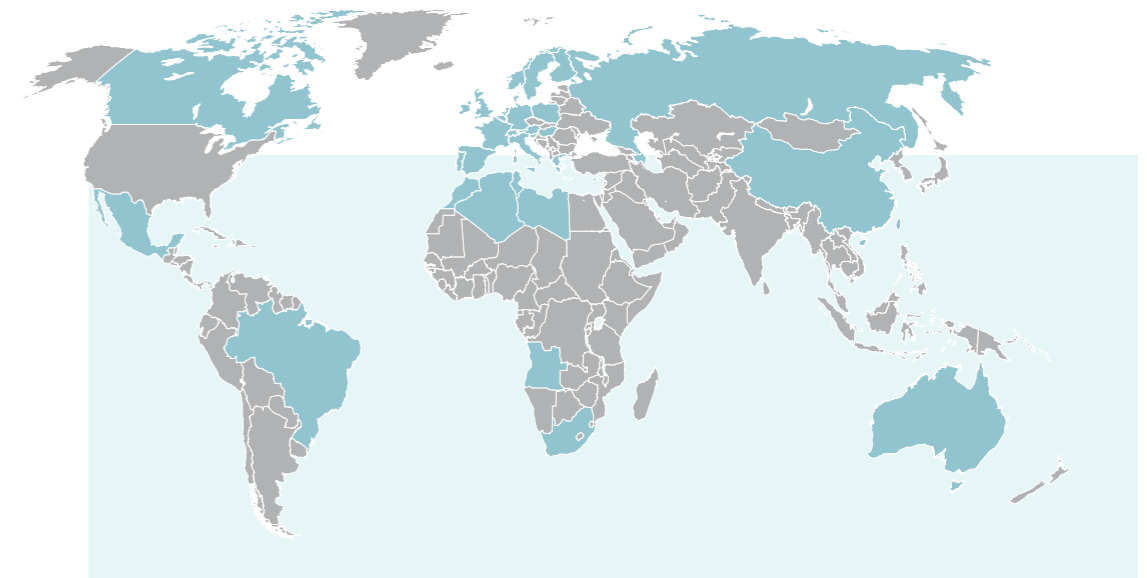
of operational reliability. The machine is serviced twice a year at the pharmacy to prevent problems and, for example, to install useful software updates. This means that Rowa systems remain up-to-date at all times. And with "Rowa Plus" customers can also choose to be insured against unforeseeable damage to their machine.

Intensive training

Following installation of a Rowa system, pharmacy employees receive an intensive introduction to the way the Rowa system operates and to their individual Rowa machine. The contents of this training are consolidated a few weeks later again with user training. Regional Customer Care employees ensure proximity to the customer and respond at all times to any questions in relation to process-based working with Rowa. Pharmacies also have the possibility to have employees trained as power users and to therefore access extended services.

Comprehensive

Thanks to its comprehensive service network, Rowa can be on site with the customer very quickly.



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