

# MEDIA ANNOUNCEMENT

## **‘Wave-parting’ Poseidon pharma ocean-freight program going live in London on Feb 1st 2018.**

**London 9th Jan 2018:** Poseidon, a global and fully integrated Pharma Ocean Freight program, is being rolled out at the 17th IQPC Temperature Controlled Logistics Conference in London on 1st February 2018.

Poseidon is a sea-freight model predicated around an intimate interconnection of the entire pharma-logistics supply chain in order to better ensure the safe and secure transportation of health-giving and life-saving pharmaceutical products.

"Poseidon has been conceived to address long-standing quality, safety and service issues associated with the long-haul transportation of pharmaceutical products, says collaboration specialist Alan Kennedy who has been closely involved in program development. "It is out to challenge some of the ingrained beliefs and out-moded practices that plague the current pharma-freight paradigm."

According to a recent estimate\* the pharma business loses upwards of \$35bn per annum solely as a result of temperature excursions and 30% of scrapped pharmaceutical can be attributed to logistics issues alone. "With the pharma industry looking to reduce costs whilst meeting growing regulatory pressures and safety concerns, a new approach to product transportation is essential," says Kennedy. "Despite the huge attention being paid to upgrading the pharma-logistics process, most of the current 'improvement' initiatives in the pharma-logistics space are piecemeal and merely papering over the cracks. The Poseidon model provides a structured platform on which the industry can work in concert to disrupt itself before it is abruptly and adversely disrupted by uncontrollable external forces."

Poseidon has been methodically built around TEAM-UP\*\* collaborative principles and practices and pharmaceutical shippers form the backbone to the program and are actively involved in program design and development. Says Poseidon's Mark Edwards: "The Poseidon program has been conceived as a risk-managed, fully GDP compliant, comprehensively-insured freight platform for pharma. Its smart consolidation of all the different freight players and elements makes it a very attractive proposition for pharma shippers."

Poseidon logistics, product and service partners are hand-picked and rigorously vetted prior to signing the Poseidon Partnering Agreement which tightly commits them to the program and governs their behaviour and performance. Some of the supplier companies already on board the Poseidon initiative include Maersk, H. Essers, Marsh, DowDuPont, Pelican Biothermal, Logtag Recorders and Controlant.

Kennedy is clear about why Poseidon is the way forward: "There is much talk and passion surrounding the idea of supply chain integration and collaboration but, until now, no-one in the pharma-logistics space at least has succeeded in translating their aspirations into a viable, scalable, transferable and sustainable business model that is all-inclusive, equitably governed and market focused. The 'Poseidon Adventure' that is about to commence rewrites the rules around pharma sea freight and the logistics supply chain. The organisations which are supporting this initiative deserve huge credit for putting their faith and energy behind this momentous collaboration initiative which has the potential to remedy many of the ills now facing the beleaguered pharma sector."

The Poseidon pharma ocean freight is being introduced to the market at the Ocean Freight Focus Day of the IQPC Temperature Controlled Logistics symposium in London on February 1st 2018.\*\*\*

**ENDS**

### **NOTES TO EDITOR**

\*Supply Chain Intelligence, The Internet Of Things (IoT) and it's impact on healthcare logistics, C. Montgomery, CargoSense, Inc. Oct 2015

\*\* see [www.team-up.global](http://www.team-up.global)

\*\*\* see <https://www.temperaturecontrolledlogistics.com>

### **FOR FURTHER INFORMATION CONTACT**

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