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**For Immediate Release**

**New Research Highlights Growing Importance, Global Challenges, and Emerging Technologies That Are Transforming Cold Chain Management**

*New report on Cold Chain by ChainLink Research encourages proactive measures for improved product handling across increasingly fragmented supply chains.*

**Cambridge, MA, March 14, 2005** – In the aftermath of a humanitarian crisis, the ability to quickly and safely deliver life-saving medicine to those affected is one of several challenges in managing what is referred to as the “Cold Chain.” Without proper temperature control, these products may lose their potency, or worse, be potentially harmful to the consumer by altering the chemistry of the product.

**Cold Chains Take the Spotlight**

With its roots in the Food industry, Cold Chain Management refers to a specialized set of global supply chain practices that deals with the production, storage, and distribution of products that require temperature control. With over 80 million shipments of product distributed on a global basis, Cold Chain is a major issue in the Pharmaceutical and Life Sciences industry. And with an aging population increasingly focused on health-related matters, ChainLink believes this topic will gain more prominence in the near future.

**Global Supply Chain Trends Indicate Growing Complexity**

With the release of a new report on the issues of the Cold Chain, ChainLink Research, the leader in inter-enterprise supply chain management, plans to focus its 2005 research efforts on what needs to be done to move Cold Chain Management to higher levels of performance. “We are seeing structural changes in the global supply chain where the chain of custody is fragmented across an increasing number of global partners due to outsourcing. With product changing hands far more frequently than before, we see significant risk for deterioration of product pedigree without the proper policies and processes across the global supply chain,” notes Ann Grackin, CEO of ChainLink Research.

### **Advanced Technologies Reveal New Opportunities**

At the same time, the report also looks at opportunities for emerging technologies like sensors, RFID, and wireless networks to play a central role in not only minimizing the temperature-related risks, but altogether improve the product velocity through the cold chain. According to Carla Reed, VP of Logistics at ChainLink Research, who is heading up the Cold Chain initiative, “While the ROI question is often raised with RFID, we believe the prospects for its application in the Pharmaceutical and Life Sciences are very good, considering the high value of the product. We feel companies too often take a narrow view by looking at only the cost side of the equation while ignoring the impact of brand equity. After spending billions of dollars and years of research, ignoring the “last mile” of the cold chain creates undue risks – that can create lasting damage to the product and company brand. Ultimately, when customers lose, companies lose. ”

### **A Compass to Guide Your Progress**

Included in this first report is a “Future Forward” state for Cold Chain, which describes best-practices for supply chain partners and processes using ChainLink’s **3Pe** research model. **3Pe** takes a holistic perspective of the combination of Policy, Process, Performance and Enablers to charter a course towards successful supply chain transformation. By using the **3Pe** framework, companies with a Cold Chain focus can assess their current state and use a phased approach to systematically address these issues and achieve higher levels of supply chain performance.

A summary of the report can be obtained by sending an email to [info@clresearch.com](mailto:info@clresearch.com) or calling 617-762-4040, extension 486.

### **About ChainLink Research**

ChainLink Research, the leader in inter-enterprise supply chain research, is dedicated to helping executives improve business performance and competitiveness through supply chain excellence. Our **3Pe** methodology encompasses the Policies, Processes, Performance, and Enablers for realizing supply chain excellence. It represents the analytical “lens” by which we view the world. For more information, visit [www.chainlinkresearch.com](http://www.chainlinkresearch.com).