



BD Rowa™ Expands "Smart" Series Portfolio with Four New Dimensions to Meet Growing Pharmacy Needs

Kelberg, Germany - March 5, 2024 - BD Rowa, a provider of pharmacy automation solutions, announces the expansion of its popular "Smart" series of automatic order-picking machines. Four new lengths - 3.10m, 4.06m, 5.02m, and 5.98m - are now available, offering greater flexibility and catering to the specific needs of small and medium-sized pharmacies with high-capacity requirements.

The BD Rowa™ Smart, a standardised version of the proven Vmax machine, delivers quick and easy installation, high reliability, and optimal space utilisation at an attractive price point. This expansion is crucial for pharmacies facing increasing competition, decreasing margins, and rising workloads. By automating their warehouses, pharmacies can streamline operations, free up staff for customer interaction, and gain a competitive edge.

"We are thrilled to expand our portfolio with lengths tailored to customer needs," says Harry Tomlinson, Sales Manager for Northern Europe at BD Rowa. "We now offer 16 installation variations in two heights, accommodating diverse pharmacy layouts. This expansion aims to support medication supply in the UK, especially considering the current challenges pharmacies face. Automation through picking machines can alleviate staff shortages and other burdens by handling medication storage and dispensing, enabling pharmacists to focus on their core competencies and provide personalised care."

In addition to the expanded product range, BD Rowa offers the attractive financing model "BD Rowa™ CleverPay". This option provides additional cost control and transparency throughout the entire purchase term, making automation even more accessible for pharmacies.

About BD Rowa

BD Rowa is an established name in innovative and reliable pharmaceutical logistics solutions. The company, headquartered in Kelberg (Germany), is a pioneer in automation and digitalisation, developing and manufacturing solutions for pharmacies, hospitals, and the pharmaceutical industry. With 900 employees worldwide, BD Rowa is committed to exceptional customer service and is part of the global medical technology company Becton Dickinson (BD). Their shared vision is to make healthcare safe and sustainable.

For further information about the BD Rowa™ Smart portfolio, visit: <https://rowa.de/en/>



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