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Introducing BD Rowa™ Label Printer

Kelberg, September 16, 2026 - BD Rowa announces the enhanced BD Rowa™ Label Printer, a high-performance solution designed to elevate pharmacy automation. Combining speed and efficiency, the BD Rowa™ Label Printer supports pharmacies in streamlining their daily operations.

In pharmacies, medicine packaging and labelling must comply with defined legal standards and are additionally guided by local regulations and recommendations to ensure safe design and improve patient adherence and compliance.

With the capacity to automatically label up to 12,000 medication packs uninterrupted without requiring a change of the label roll or thermal transfer foil, the system could help support operational capacity. In pharmacies dispensing around 500 suitable medication packs per day, this level of automation could unlock annual staff time savings of over 600 hours thereby enabling pharmacy staff to focus on patient care and value driven consultancy and advisory services.

Central to the pharmacies' operational requirements and the need to streamline workflows in mind, the BD Rowa™ Label Printer is precisely engineered to be almost twice as fast as manual labelling, reducing each labelling process by an average of six seconds when compared to manual workflows. Every cubic pack that can be stored within the BD Rowa storage and retrieval system can also be labelled, depending on the selected label format and the size of the medication pack.

Ease of maintenance is integral to BD Rowa™ Label Printer's design. With 100% tool-free replacement of consumables and simplified cleaning processes, it is designed for streamlined day-to-day operation.

BD Rowa™ Label Printer offers flexible integration into various conveyor line setups. As part of the BD Rowa automation ecosystem, it supports automated label printing within pharmacy workflows and can be incorporated into existing automation setups, contributing to the ongoing development of automated medication handling.

About BD Rowa

BD Rowa stands for innovative and reliable products for all aspects of pharmaceutical logistics. As a pioneer in automation and digitalisation, the company develops and manufactures solutions for pharmacies, hospitals, the pharmaceutical industry and blister centres at its headquarters in Kelberg (Germany). Worldwide, 900 employees are committed to providing customers with competent and reliable service. BD Rowa is part of the global medical technology company Becton, Dickinson and Company. Our shared vision is to make healthcare safe and sustainable.

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