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## Press Release

### **Stronger Through Change: BD Rowa™ Celebrates 30 Years of Pioneering Work for the Pharmaceutical Care of Tomorrow**

**BD Rowa™ is leveraging innovation to make medication logistics smarter. As it marks its 30th anniversary, the company is looking ahead to the future of healthcare delivery.**

**Kelberg, 08.07.2026** – More than 15,000 BD Rowa™ dispensing robots are in use in pharmacies, hospitals, and other pharmaceutical facilities across 60 countries. As one of the world's leading providers of automated storage and logistics solutions for pharmaceutical care, BD Rowa™ is celebrating its 30th anniversary this month.

From pharmacies and hospitals to pouch packaging centers and pharmaceutical wholesalers, customers around the globe rely on BD Rowa™ systems. They optimize storage and dispensing processes, create operational capacity, and increase efficiency in day-to-day operations. At the same time, the company remains firmly committed to its regional roots: development and manufacturing are still united under one roof in Kelberg. Around 80 percent of its suppliers come from the region. As a dependable employer and strong local business partner, BD Rowa™ actively contributes to strengthening the Eifel region as an industrial location.

The company was founded in 1996 by Rolf Wagner. His vision of making pharmacies more efficient and future-ready through automation remains intact to this day. Since then, the portfolio of dispensing robots has been expanded with digital solutions and services such as pouch packaging. "Locally rooted, globally minded—that describes BD Rowa best. From the very beginning, our journey has been defined by driving innovation and creating real value in everyday care delivery," says Dr Torben Schüttfort, Vice President Downstream Marketing - Pharmacy Automation at BD Rowa™. "With the strength of BD behind us, we are better positioned than ever to actively shape the future of healthcare."

This is exactly what BD Rowa™ stands for in today's healthcare landscape. Labor shortages, rising patient numbers, and increasingly complex medication processes require efficient solutions. AI-supported inventory optimization, new software platforms, and innovative service models increase the safety and reliability of logistics processes, allowing patient-facing work in pharmacies and other care settings to take center stage.

BD Rowa™ is part of BD (Becton, Dickinson and Company), one of the world's largest medical technology companies. Being part of a global healthcare network provides stability and strategic reach without sacrificing the regional character that has shaped the company since its founding.

To mark the anniversary, BD Rowa™ is launching an international campaign under the guiding theme "**30 Years Ahead**". Rather than looking back, the campaign looks forward: to the pharmacy as an indispensable part of healthcare delivery, and to the question of how technology and reliability can work together to help preserve it.



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**About BD Rowa™**

BD Rowa™ stands for innovative and reliable products for pharmaceutical logistics. As a pioneer in automation and digitalization, the company develops and manufactures solutions for pharmacies, hospitals, the pharmaceutical industry, and pouch packaging centers at its headquarters in Kelberg, Germany. Worldwide, 900 employees are dedicated to providing customers with expert and reliable support. Rowa is part of the global medical technology company Becton, Dickinson and Company (BD). Our shared vision: to make healthcare safe and future-ready.

For more information, visit: <https://rowa.de/de>

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