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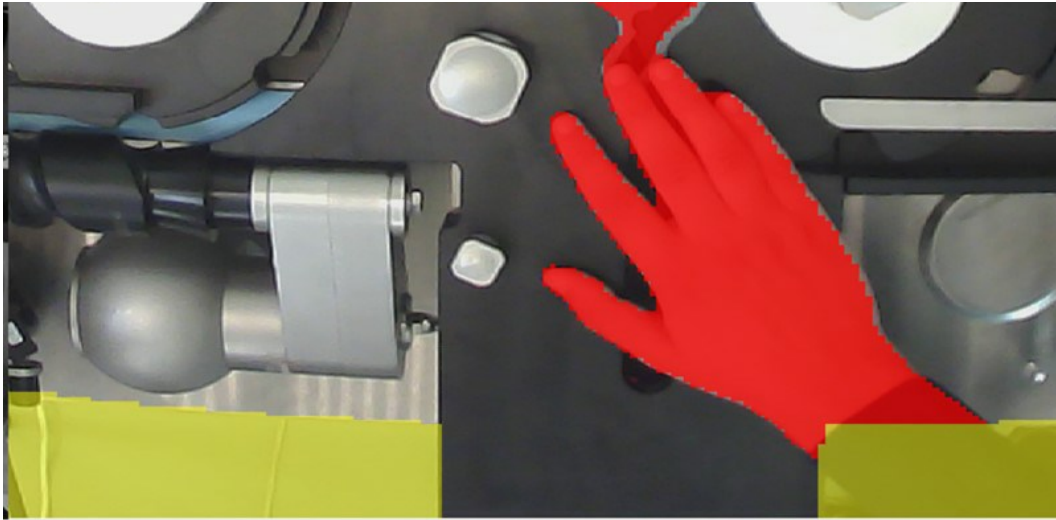# Interpack 2023: Sea Vision Group uses AI for optimized cosmetic and pharma packaging

13 Apr 2023 --- Sea Vision Group will showcase its AI-powered collection solutions for the cosmetic and pharmaceutical industries at this year's Interpack trade show May 4-10 in Düsseldorf, Germany.

Sea Vision has been developing software applications based on AI technologies to strengthen and improve the range of inspection solutions for pharmaceutical and cosmetic products. AI is part of an evolution of technologies for the company's three business divisions: machine vision, traceability and process automation.

The company is focusing on new "revolutionary" technology powered by AI algorithms developed with start-up ARGO Vision and applies it to lipstick inspection and automated line clearance processes. It also will show its customers a hands-on experience on how AI can shape the pharmaceutical and cosmetic manufacturing process.

PackagingInsights will report live at Interpack 2023 in booth B83 in Hall 8A.

Sea Vision's AI Smart Clearance Technology range will be displayed at Interpack 2023. AI for the perfect lipstick

The company will present its new AI-based lipstick inspection system at Interpack 2023. It states that despite all the efforts made during production to prevent and control many potential defects in lipstick, flaws still pass through quality control undetected.

It continues that the defects lead to costly reprocessing and in the worst-case scenario, the products make it to market, which can imply severe risks for businesses in terms of brand reputation.

The Sea Vision Group's AI seeks to remedy these potential defects. It uses semantic segmentation on the zones of the lipstick – body, tip, neck, mechanism and others – to identify every possible flaw pixel by pixel.

The system learns to discern an ever-increasing variety of complex defects, item by item. Learning occurs based on proprietary datasets – a mix of real and synthetic images generated with the most advanced data augmentation and neural generation techniques – and by combining the different models and parameters observed over time.

Pharma packaging optimization

Yudoo is a 4.0 platform that links automation devices, machines, IT and control systems to manage pharmaceutical production. Simultaneously it collects and analyzes data to turn manufacturing insights and traceability insights into action and drive results in overall equipment effectiveness (OEE) improvement.

In traceability, the main focus will be on the blister track and trace software installed on the Marchesini Group blister packaging line. The software will perform the in-line printing of serialized artworks on primary packaging and complete aggregation up to the pallet level.

Sea Vision uses AI to optimize lipstick packaging and eliminate mistakes.

Sea Vision and Marchesini Group say they invested in the project to enhance product identification, a prerequisite in the healthcare industry.

While this condition is met for cartons and pallets today, it does not apply to primary packaging such as pharmaceutical blisters. The solution aims to fight the risk of counterfeiting when it comes to the primary packaging of drugs and maximize investments already made by pharma companies to ensure that secondary packaging is traceable for 100% safety during the distribution of products along the supply chain.

AI for line clearance
Sea Vision created a solution driven by AI algorithms to automate line clearance procedures while avoiding errors, reducing the time needed and increasing production lines' OEE.

As part of the company's Yudoo 4.0 software suite, Smart Clearance Technology can automatically inspect the packaging line work areas using cameras and sensors,

highlighting anomalies and providing visual feedback for the operator in real time.

The software integrates advanced automation features for managing line clearance operations even on machines with articulated mechanical configurations. It can now coordinate the movement of mechanical machine assemblies that stand between the cameras and the parts to be inspected. It can use a small number of cameras without the need to install more to capture all the hidden scenes.

Sea Vision says AI algorithms enhance the system and overcome traditional limitations in reflections, shadows and lighting conditions.

Sea Vision will be at stand A32 in Hall 15 at Interpack 2023.

Edited by Sabine Waldeck

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