

# Brand Transition Guide

Transitioning diabetes needles and syringe packaging from BD Diabetes Care to embecta

**CURRENT**



**NEW LOOK**



2026

Version 1.0



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# Introduction

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## BD pen needles and insulin syringes are now part of embecta

In April 2022, embecta spun off from Becton, Dickinson and Company (BD), into a new, independent and standalone, public company focused exclusively on diabetes care products. The last step for this transition is the product packaging change to the new embecta brand.

Starting in mid-2026, a new look to our packaging will be introduced to reflect the embecta name and logo (the BD name and logo will be removed). Rest assured, these are the same products with the same manufacturing and quality standards that you know and trust. Our goal is to make this a seamless experience for you with clear and timely communication about the timing, processing and ordering of new embecta products.

This guide is intended to provide you with important information that you need to know for this last step in our transition.

## How to use this guide

Use this guide as a quick reference for high-level information on timing, changes to expect, product packaging information, what you need to do, and who to contact for support regarding the packaging transition. If applicable, you may receive communications periodically from embecta throughout the entirety of this transition to ensure everyone is informed and up to date on what actions are required, with ample time to complete any actions necessary.

For more information contact your Account Manager, email us at [info\\_anz@embecta.com](mailto:info_anz@embecta.com) or call **1800 983 251 (Option 2)**.



**Disclaimer:** Not every section in this guide is applicable to every individual or customer. If you have questions about whether a specific section applies to you, contact your Account Manager.

# What is Changing

## Packaging Design:

- New design will reflect the embecta brand
- Box colour will align with needle length for pen needles and insulin syringes

## The following product identifiers will be updated:

- Product names: Removal of reference to “BD”
- Manufacturer name: embecta
- GTIN: Commonly referred to as a barcode will change

See the visual below for an example of what to expect with packaging changes. Note: this visual does not represent all BD to embecta branded products. For more images, refer to the Appendix at the end of this guide.



### NEW

- 1 New embecta logo
- 2 Product name no longer includes “BD”
- 3 Design similar to current packaging
- 4 Bold colours and a large prominent font
- 5 Visual of the product on packaging

### CURRENT

- 6 Box colour aligns to needle length
- 7 Needle length remains prominent in the lower left hand corner

# What is NOT Changing?

- The product
- Our 6-digit product code (SKU)
- Units of measure (quantity per box and cases)
- Dimensions and weight of boxes and cases.

# Anticipated Timing

Refer to below for launch and order timings, which are approximate and subject to change. For more information, contact your Account Manager, email us at [info\\_anz@embecta.com](mailto:info_anz@embecta.com) or call 1800 983 251 (Option 2).

Approximate Timing	Jan - Mar 2026	May - Jun 2026	Sep - Oct 2026
Activity	Account Managers will be reaching out to various customers regarding: <ul style="list-style-type: none"> <li>• Product information setup requirements (if needed)</li> <li>• Provide guidance for any actions you need to take</li> </ul>	Brand change release: anticipated roll out of initial embecta branded product	embecta branded conventional pen needles, safety pen needles and insulin syringes will release

 **Note:** BD SafetyGlide™ insulin syringes are not transitioning at this time. Further information regarding SafetyGlide will be provided at a later stage.

# Product Information for Setup

To prepare for the change from BD to embecta packaging, you may need to set up the embecta branded products in your system(s). Not all customers will need to set up every product in their systems. Information related to new embecta branded product setup is available for download from the ANZ Transition Resource Centre.

## ANZ Transition Resource Centre

Visit the ANZ Transition Resource Centre (shown below) at [embecta-transition.com.au](http://embecta-transition.com.au) to access and download:

1. embecta **packaging images**.
2. **Product information** you need to update items in your system (embecta GTINs, product name and description).
3. **Toolkits:** Packaging Product Reference Guide, Product Catalogue, Transition Overview flyer, and Brand Transition Guide.

If you require anything else not available in the Resource Centre, please email [info\\_anz@embecta.com](mailto:info_anz@embecta.com)

### Resources for a seamless transition



#### embecta images

View and download embecta packaging images for business use

[VIEW LIBRARY](#) →



#### Product information

Information you need to update items in your system:

[Product list - AU](#) (Excel) ↓

[Product list - NZ](#) (Excel) ↓

[Product list - ANZ](#) (Barcodes) ↓



#### Download toolkits Australia

[Brand Transition Guide](#) (PDF) ↓

[Product Reference Guide](#) (PDF) ↓

[Transition Overview Flyer \(HCP\)](#) (PDF) ↓

[Product Catalogue](#) (PDF) ↓

[DOWNLOAD ALL \(AU\)](#)

(XX.Xmb ZIP file)



#### Download toolkits New Zealand

[Product Reference Guide](#) (PDF) ↓

[Transition Overview Flyer \(HCP\)](#) (PDF) ↓

[Product Catalogue](#) (PDF) ↓

[DOWNLOAD ALL \(NZ\)](#)

(XX.Xmb ZIP file)

# Ordering Information

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Please place orders in accordance with your standard ordering process. Product codes will remain unchanged. Prior to the release of each embecta branded product, customers will receive an email notification on when specific embecta branded products will flow through into their inventory.

# Contact Information

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<b>Order enquiries (B2B)</b>	<b>customercare.anz@embecta.com</b>
<b>Claims, discrepancy reports, QA/RA contact (complaints), recalls</b>	<b>info_anz@embecta.com</b>
<b>Invoices / Accounts Payable</b>	<b>aphelpdeskau@embecta.com</b>
<b>Collections / Accounts Receivable. Deduction Notice</b>	<b>collections.au@embecta.com</b>
<b>EDI</b>	<b>customercare.anz@embecta.com</b>

For more information, contact your Account Manager, email us at [info\\_anz@embecta.com](mailto:info_anz@embecta.com) or call 1800 983 251 (Option 2).

## When will the packaging transition begin?

The transition will begin in **mid-2026**. embecta packaging will begin appearing in **Australia and New Zealand** at this time. Please refer to the **Anticipated Timing** section of this guide for more details.

## Will it occur in phases or all at once?

There will be a gradual transition of BD branded product packaging to the new embecta branded product packaging throughout 2026. Please note that BD SafetyGlide™ Insulin Syringes are not transitioning at this time.

## Will there be changes to the product?

The products will remain unchanged. Only the product names, packaging design and barcodes will change. Please refer to the **What is Changing** section of this guide for more details.

## Can we return BD branded products?

No. BD branded products remain viable until the respective expiry date printed on the package. BD branded product should be depleted or sold through before starting on embecta branded products. (First-in, First-out method). embecta will not credit nor take back BD branded products.

## Can I still dispense BD products that are no longer being produced/ marketed?

Yes. During the packaging transition, either BD or embecta products can be dispensed based on product availability. Customers should deplete all BD inventory prior to beginning distribution of the new embecta branded products.

## Who do I contact if I have any questions?

Please contact your Account Manager, email us at [info\\_anz@embecta.com](mailto:info_anz@embecta.com) or call **1800 983 251 (Option 2)**.

## Will I receive communications from embecta during the transition?

Yes, embecta is committed to regular communication with customers during this packaging transition. You will receive regular communications throughout the process.

# Glossary of Terms

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Term/ Acronym	Definition
<b>BD</b> (Becton, Dickinson and Company)	The medical device and technology company that formerly owned BD diabetes care products.
<b>embecta</b>	Formerly BD Diabetes Care, embecta is now an independent and standalone, public company focused exclusively on diabetes care products since April 2022.
<b>GTIN</b> (Global Trade Item Number)	Commonly referred to as the “Barcode”. A 14-digit standardised identifier used to uniquely identify trade items or products globally.
<b>SKU</b> (Stock Keeping Unit)	Commonly referred to as the “Product Code”. A unique identifier or code assigned to a specific product for inventory management purposes, typically alphanumeric. This is internal to each company and not standardised globally.

# APPENDIX

# Appendix



## Disclaimer:

This is meant to be a representative sample of the new packaging; not all products are shown here.

For questions about our products and packaging change, contact your Account Manager, email us at [info\\_anz@embecta.com](mailto:info_anz@embecta.com) or call 1800 983 251.

## AutoShield Duo™ Safety Pen Needle

### CURRENT



SKU 329505



### NEW LOOK



SKU 329505

# Appendix

Pen Needles	CURRENT	NEW embecta package
<b>4mm</b>	 <b>BD Ultra-Fine™ 4mm Pen Needles</b> 320477 (NDSS code 266)	 <b>Ultra-Fine™ 4mm Pen Needles</b> 320477 (NDSS code 266)
<b>5mm</b>	 <b>BD Ultra-Fine™ 5mm Pen Needles</b> 320569 (NDSS code 97)	 <b>Ultra-Fine™ 5mm Pen Needles</b> 320569 (NDSS code 97)
<b>5mm</b> 7-pack	 <b>BD Ultra-Fine™ 5mm Pen Needles (7-pack)</b> 320545	 <b>Ultra-Fine™ 5mm Pen Needles (7-pack)</b> 320545
<b>6mm</b>	 <b>BD Micro-Fine™ 6mm Pen Needles</b> 320737 (NDSS code 340)	 <b>Micro-Fine™ 6mm Pen Needles</b> 320737 (NDSS code 340)
<b>8mm</b>	 <b>BD Micro-Fine™ 8mm Pen Needles</b> 320471 (NDSS code 92)	 <b>Micro-Fine™ 8mm Pen Needles</b> 320471 (NDSS code 92)
<b>12.7mm</b>	 <b>BD Micro-Fine™ 12.7mm Pen Needles</b> 320473 (NDSS code 87)	 <b>Micro-Fine™ 12.7mm Pen Needles</b> 320473 (NDSS code 87)
<b>5mm</b> Safety Pen Needle	 <b>BD AutoShield Duo™ Safety Pen Needles</b> 329505	 <b>AutoShield Duo™ Safety Pen Needles</b> 329505

  

Insulin Syringes	CURRENT	NEW embecta package
<b>6mm</b>  All barrel capacities for embecta 6mm insulin syringes are now <b>ORANGE</b>	 <b>BD Ultra-Fine™ Insulin Syringes</b>	 <b>Ultra-Fine™ Insulin Syringes</b>
	1mL (31G) 326674 (blister)	1mL (31G) 326674 (blister)
	0.5mL (31G) 326675 (blister)	0.5mL (31G) 326675 (blister)
	1mL (31G) 324903 (bulk)	1mL (31G) 324903 (bulk)
	0.5mL (31G) 324901 (bulk)	0.5mL (31G) 324901 (bulk)
0.3mL (31G) 324900 (bulk)	0.3mL (31G) 324900 (bulk)	
<b>8mm</b>  All barrel capacities for embecta 8mm insulin syringes are now <b>BLUE</b>	 <b>BD Ultra-Fine™ Insulin Syringes</b>	 <b>Ultra-Fine™ Insulin Syringes</b>
	1mL (30G) 326702 (blister)	1mL (30G) 326702 (blister)
	0.5mL (30G) 326725 (blister)	0.5mL (30G) 326725 (blister)
	1mL (31G) 328820 (bulk)	1mL (31G) 328820 (bulk)
	0.5mL (31G) 328821 (bulk)	0.5mL (31G) 328821 (bulk)
0.3mL (31G) 328822 (bulk)	0.3mL (31G) 328822 (bulk)	
<b>12.7mm</b>  All barrel capacities for embecta 12.7mm insulin syringes are now <b>PINK</b>	 <b>BD Ultra-Fine™ Insulin Syringes</b>	 <b>Ultra-Fine™ Insulin Syringes</b>
	1mL (27G) 328415 (blister)	1mL (27G) 328415 (blister)
	1mL (29G) 326719 (blister)	1mL (29G) 326719 (blister)
	0.5mL (29G) 326769 (blister)	0.5mL (29G) 326769 (blister)
	1mL (29G) 326110 (bulk)	1mL (29G) 326110 (bulk)
0.5mL (29G) 326105 (bulk)	0.5mL (29G) 326105 (bulk)	
0.3mL (29G) 326103 (bulk)	0.3mL (29G) 326103 (bulk)	

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[embecta.com](https://embecta.com)

**embecta pen needles and syringes are used to inject insulin. Always consult your healthcare professional regarding treatment of your diabetes.**

**ALWAYS READ THE LABEL AND FOLLOW THE DIRECTIONS FOR USE.**

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