SYSTECH®
connected solutions by Markem-Imaje®

Protect Your Brand, Your Revenue and Your Consumers

Prevent Counterfeiting & Diversion

The global value of counterfeiting and product diversion is projected to reach $2.8 trillion by 2022. Economic impact is alarming, but it's not the only threat. When fraudulent products enter the market, consumer safety is jeopardized, and people lose confidence in the brands they trust.

Companies are increasing anti-counterfeiting measures to address this growing problem. The challenge is finding a comprehensive solution that is:
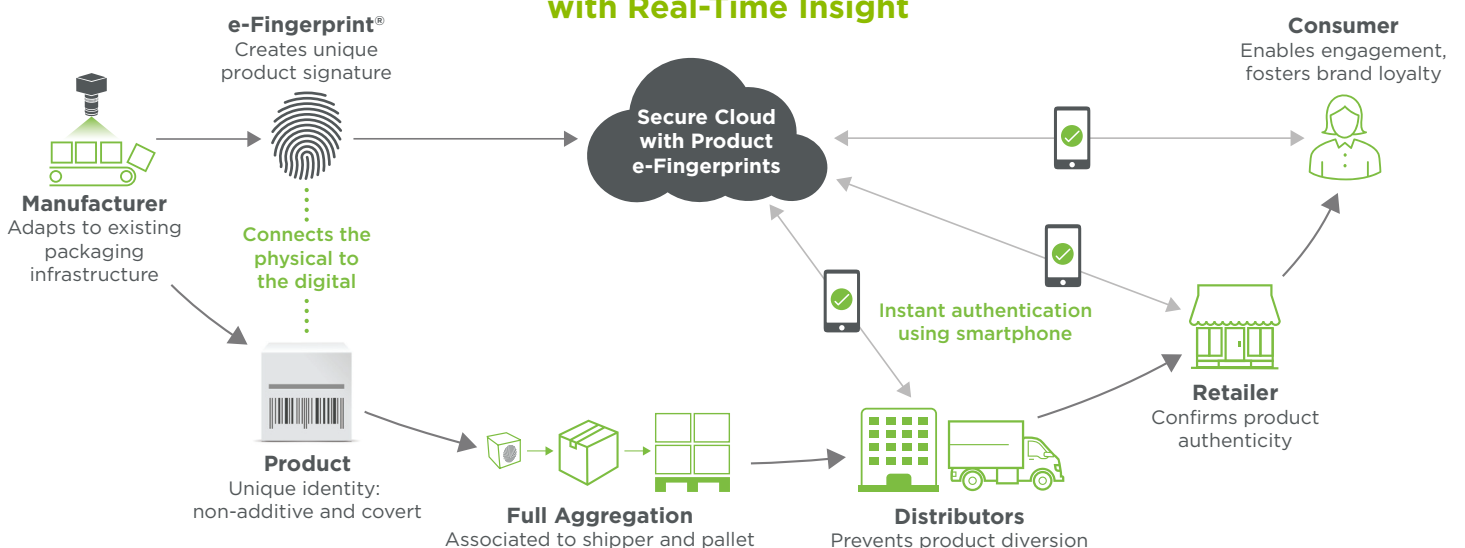
- Covert, non-additive and secure
- Easy for supply chain partners and customers to validate
- Affordable to implement

Product Authentication & Tracking

Product tracking and authentication at the individual item level is the most effective way to achieve complete item transfer visibility across your global supply chain. What if the barcode—serialized or not—on your current packaging could be used to verify and track each individual product at any point as it moves from manufacturing to distributors, retailers and your customers?

Our solution empowers brand owners with end-to-end supply chain visibility and actionable, data-driven insight by leveraging what you already have... a simple package barcode. Each product becomes instantly connected, giving partners and consumers the ability to confirm authenticity and engage with you about that specific item in real time.

End-to-End Product Traceability with Real-Time Insight

e-Fingerprint®
Creates unique product signature

Consumer
Enables engagement, fosters brand loyalty

Secure Cloud with Product e-Fingerprints

Manufacturer
Adapts to existing packaging infrastructure

Connects the physical to the digital

Instant authentication using smartphone

Retailer
Confirms product authenticity

Product
Unique identity: non-additive and covert

Full Aggregation
Associated to shipper and pallet

Distributors
Prevents product diversion

How It Works

Printing is dynamic. Environmental and other input factors combine to produce small-scale variations or "noise" in printed data carriers. Our technology intelligently analyzes these random, microscopic variations to create a unique signature, or e-Fingerprint, that cannot be reverse engineered or duplicated. This digital signature is then stored in the cloud for future authentication using a mobile app at any point in the supply chain.

- Edge linearity
- Contrast variations
- Region discontinuities
- Extraneous marks
- Feature location and size

2 112345 678900 >

Brand Protection Designed for Easy & Flexible Deployment
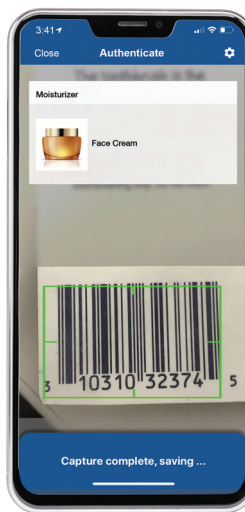
Our camera on packaging line creates e-Fingerprint

- Works with printed data carriers including QR codes and UPC, EAN and 2D Data Matrix barcodes
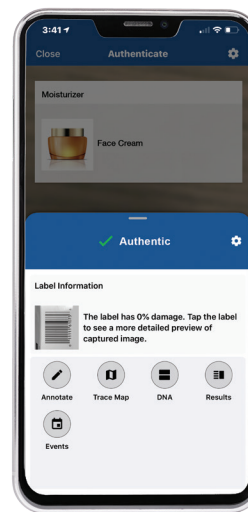- e-Fingerprints stored on secure managed cloud

Smartphones perform authentication across the supply chain

- Our mobile application available for download from AppStore and Google Play
- Software development kit allows customization to brand specifications and process flow
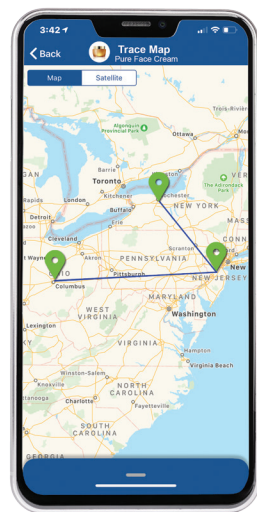
Authenticate   Results   Track & Trace

Case Study
Global Hair Care Brand

Challenge
A prestigious manufacturer of haircare, cosmetics and personal care products was launching 20 new high-value products at significant risk of diversion. The brand needed to protect against the threat of revenue loss and maintain its global reputation. They explored RFID tags, holograms and special inks. None were acceptable. They were all additive, costly solutions not designed to detect and prevent diversion.

Solution
Non-additive product authentication and traceability solutions from the Systech Brand Protection Suite™ were deployed to close vulnerability gaps in the supply chain and reduce product diversion. This approach enabled the brand to quickly identify and document potential diversion sources, effectively protecting its reputation and revenue flow.

	Our Solution	Additive Solutions
Package Changes	No	Most
Major Line Changes	No	Yes
Real-Time Authentication	Yes	Some
Non-Duplicable	Yes	No
Enables Customer Engagement	Yes	Some

markem·imaje
a DOVER company

BRAND PROTECTION SUITE™

AUTHENTIC | SAFE | CONNECTED™
COMPLIANCE | DETECTION | ENGAGEMENT
VISIBILITY
DATA SERVICES
SERIALIZATION | TRACEABILITY | AUTHENTICATION
PRODUCTS ACROSS THE SUPPLY CHAIN

GET CONNECTED

+1 800 847 7123 (toll free)
+1 609 395 8400 (local)

SystechOne.com
Info@SystechOne.com