

# DIGITALLY CONNECTED PACKAGING

Protect Your Brand...  
Engage Your Consumers



Traditional measures are no longer enough to stay ahead of increasingly sophisticated counterfeiters and gray market criminals. Tools of the past like holograms and customized inks are easily copied or need specialized equipment to read. Additive electronics like RFID and NFC are far too expensive and complicated for most products.

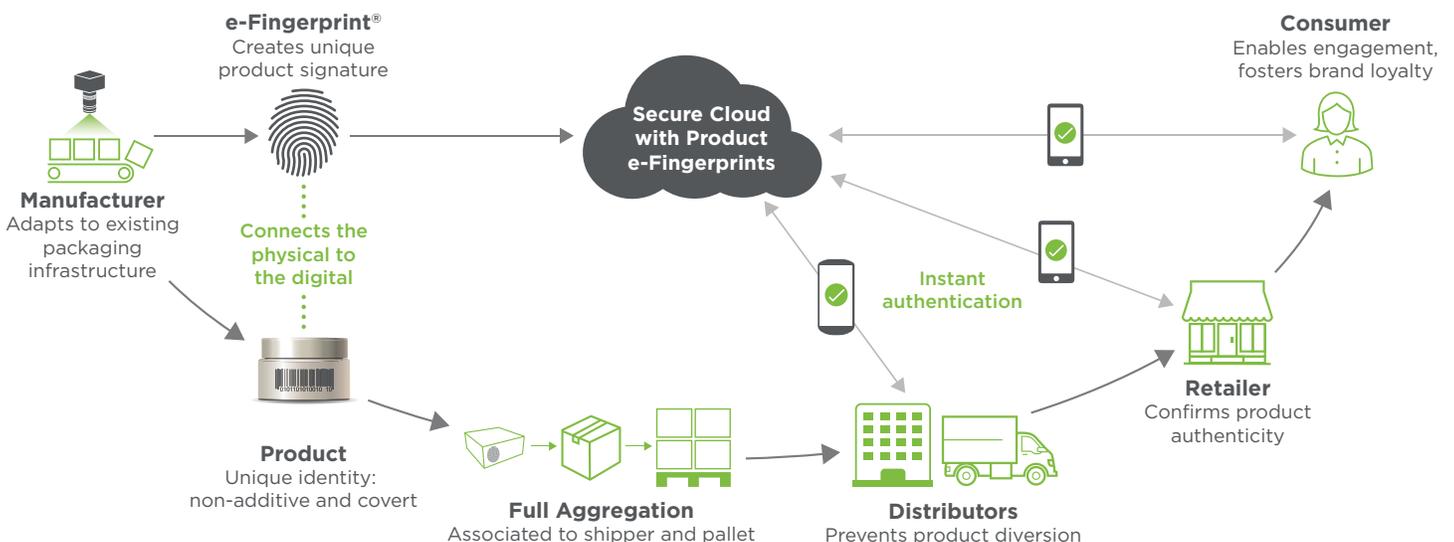
Brand protection must evolve. The challenge is finding a comprehensive solution that is:

- Digitally connected across the supply chain
- Covert, non-additive and secure
- Easy to implement and use—for partners and consumers

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 on your current packaging could be used to verify and track each product at any point as it moves from manufacturing to distributors to field agents and even customers?

Our solution powers your barcode to deliver actionable, data-driven supply chain insight. 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.

## Authentic, Safe and Connected Products across the Supply Chain



## 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.



### 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 brand protection services and solutions 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.

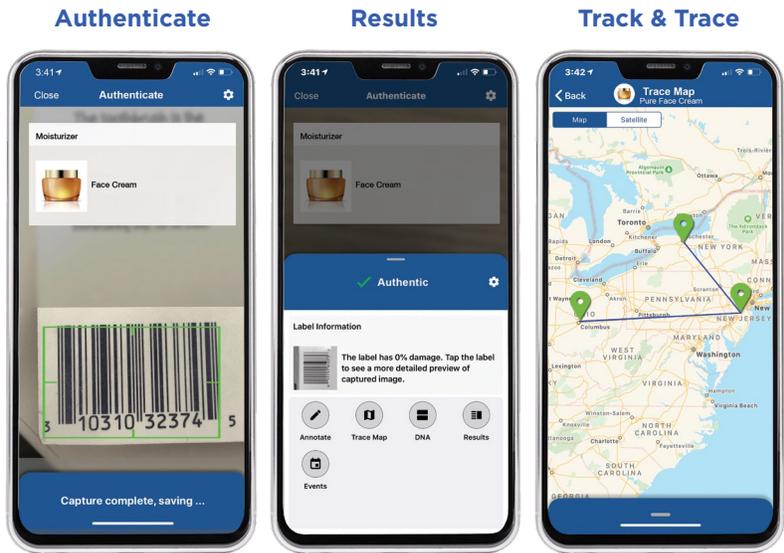
## Brand Protection Designed for Easy & Flexible Deployment

### 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



	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



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