

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.

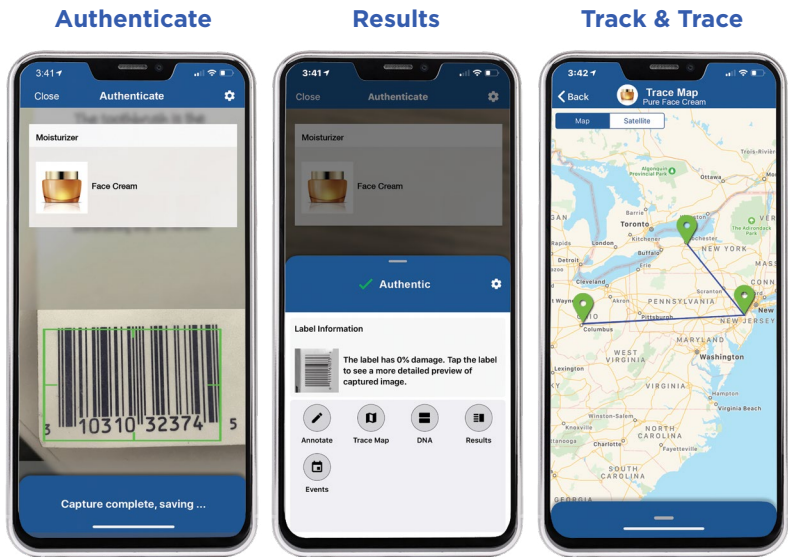
Brand Protection Designed for Easy & Flexible Deployment

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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