



# Digitally Connected Brand Protection

The secret is in  
your barcode...

**Authentic | Safe | Connected**  
products across the supply chain

# A tipping point in brand protection

Systech's next-generation suite brings together traceability, serialization, authentication and insight.

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 Systech Brand Protection Suite™** is the first integrated solution to bring together the key pillars of brand protection: serialization, traceability, authentication and insight. And it all starts with a simple package barcode.

## Expand what's possible with end-to-end insight

Next-level brand protection requires actionable, data-driven insight. Systech uses a package barcode to collect and analyze critical data with minimal effort so you can make more strategic decisions in-house and throughout the supply chain.

Our disruptive brand protection suite provides you with product-specific information from packaging to consumer. Connect with us to learn more about how comprehensive visibility can help you maximize **operational excellence** in manufacturing and distribution plus achieve **stronger brand protection** in the marketplace.



## Anti-Counterfeiting

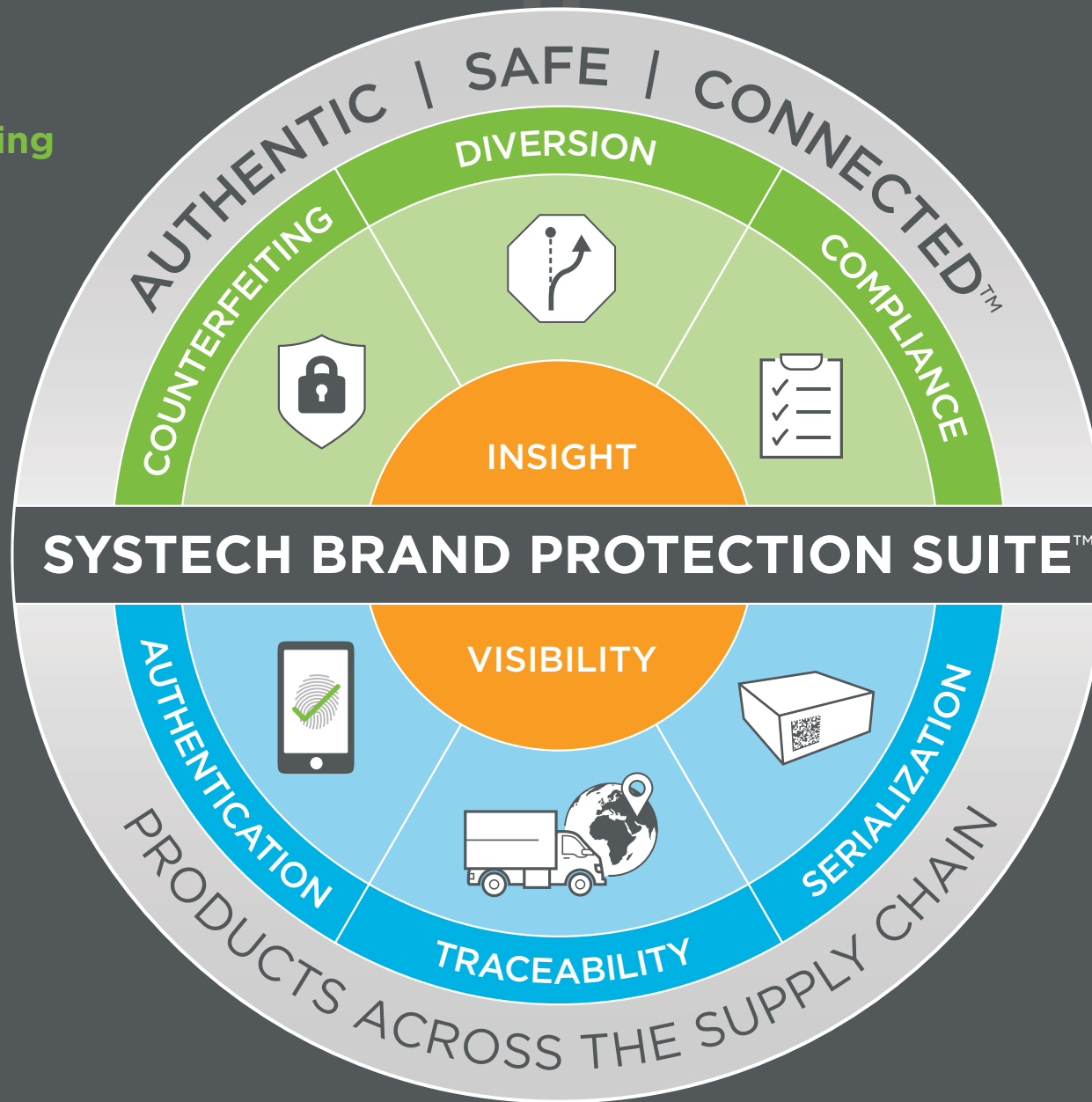
Ensure products are genuine with non-additive digital authentication

## Diversion Detection

Empower brands with insight needed to quickly identify and stop diversion

## Regulatory Compliance

Help global brands meet regulatory requirements now and into the future



## Authentication

100% unique, non-additive and data-enriched digital identity

## Traceability

Seamless and secure data exchange enables end-to-end supply chain tracking

## Serialization

Full-stack (Level 1 – Level 4), flexible, fast and proven serialization platform

# We power your barcode to:



**Combat  
Counterfeiting**



**Detect  
Diversion**



**Gain Supply  
Chain Insight**



**Engage  
Consumers**



a **DOVER** company

Systech solutions by Markem-Image provide packaging coding, product authentication and traceability to combat counterfeiting and diversion, optimize processes and meet compliance. Built on decades of Systech experience as the leader in pharmaceutical serialization and Markem-Image's trusted product identification expertise, our comprehensive brand protection and packaging intelligence suites deliver accurate real-time insight, actionable product data and digital connectivity.

Global brands across industries rely on us to keep their products **authentic, safe and connected** across the supply chain—from packaging to the consumer's hands. Together we are optimizing packaging operations and revolutionizing brand protection!

## GET CONNECTED

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