

Strong brand protection partnerships build stronger security solutions.



THE CHALLENGE

A large pharmaceutical company needed an effective authentication solution that would protect their most valuable assets. They looked to their print service provider, CCL, for authentication solutions to protect their products and customers from diverted and counterfeited products.

CCL, like many print service providers, needed a way to seamlessly integrate brand security technologies into their printing process. To support their customers' needs, they turned to Authentix.



THE SOLUTION

Authentix and CCL partnered to maximize the capabilities of both companies. Authentix developed a multi-layered solution, consisting of five different security features that was seamlessly delivered via CCL's flexible printing platform.

This successful brand protection strategy in today's demanding environment requires the latest security technology delivered on a flexible printing platform that can accommodate:

- Variable printing
- Low volume to high-volume print runs
- Meet short lead time demands
- Local label customization
- Variety of substrates
- Cost-effective printing and security ink application



THE OUTCOME

The two-day print trial was a success. CCL utilized both flexo and digital printing equipment and processes were used to determine the compatibility and performance of the security HP Electroink along with TASC, polychromatic and 3UV ink systems supplied by Authentix.

- ✓ "CCL was able to produce a single label with five different security features, featuring Authentix covert markers, for a pharmaceutical company seeking a multi-layered solution to combat diversion and counterfeiting."

- Jason Rudolph, Plant Manager, Hightstown, NJ & Raleigh, NC

ABOUT AUTHENTIX

As the authority in authentication solutions, Authentix thrives in supply and distribution chain complexity. We provide advanced authentication solutions for governments, central banks, and commercial companies, ensuring local economies grow, banknote security remains intact, and commercial products have robust market opportunities. Our partnership approach and proven sector expertise inspire proactive innovation, helping customers mitigate risks to promote revenue growth, and gain competitive advantage.

Copyright © 2020. Authentix, Inc.