

Transparency in Supply Management

Verify Brand Inc. has teamed up CCL Label Inc. to make manipulation and falsification of products virtually impossible. The partnered solution lies in serial production, verification and track- and trace tools for manufacturers, distributors, retailers and end users – in pharmaceutical as well as promotional markets. The Verify Brand products work well within the overall total security products portfolio offered by CCL, allowing CCL Label to deliver a true multi-layered approach to brand protection and authentication.

The Verify Brand concept enables everyone in the supply chain to verify the product authenticity and origin. Verification is possible by phone or via the web in much the same way as we confirm and activate our purchase of i.e. Microsoft software through a designated website.

Verify Brand is based on owner-technology in the shape of alphanumeric or numeric codes, that can be implemented on the product, i.e. barcodes, electronic tagging or covert tagging – solutions that CCL supply. Verify Brand in turn offers the setup and software that allows users access to information about their individual purchase.

Falsifications can be found in just about all product categories, but in particular the pharmaceutical industry they can have grave affects on the end user. Pharmaceutical production is strictly regulated, but other industries also encounters rising demands on traceability and confirmation. This is why the option for traceability has now been brought to the last part of the supply chain – to the consumer. The unique concept means transparency and visibility, but it also reduces costs concerning anti-counterfeiting, fraud on refunds, logistic problems and so forth. The patent-pending Verify Brand solution is validated and currently in use by major US companies.

CCL Label will utilize Secure Code Control[®] in their production facilities to obtain, print, verify and associate customer data with secure verification codes. CCL will also market and sell the VeriSure![®] Internet-based verification and event management and VeriTrack![®] real-time verification activity logging, analysis and reporting services. Read more about Verify Brands solutions at www.verifybrand.com.

View The Verify Brand Solution



ILLUSTRATION

Serial label production, readable to the human eye or in the shape of barcodes or RFID combined with verification via phone or web, provides the user with a strong tool for securing product brands.