



Brand Protection Solutions for the Pharma industry: a non-stop innovation

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Consumer behavior has changed

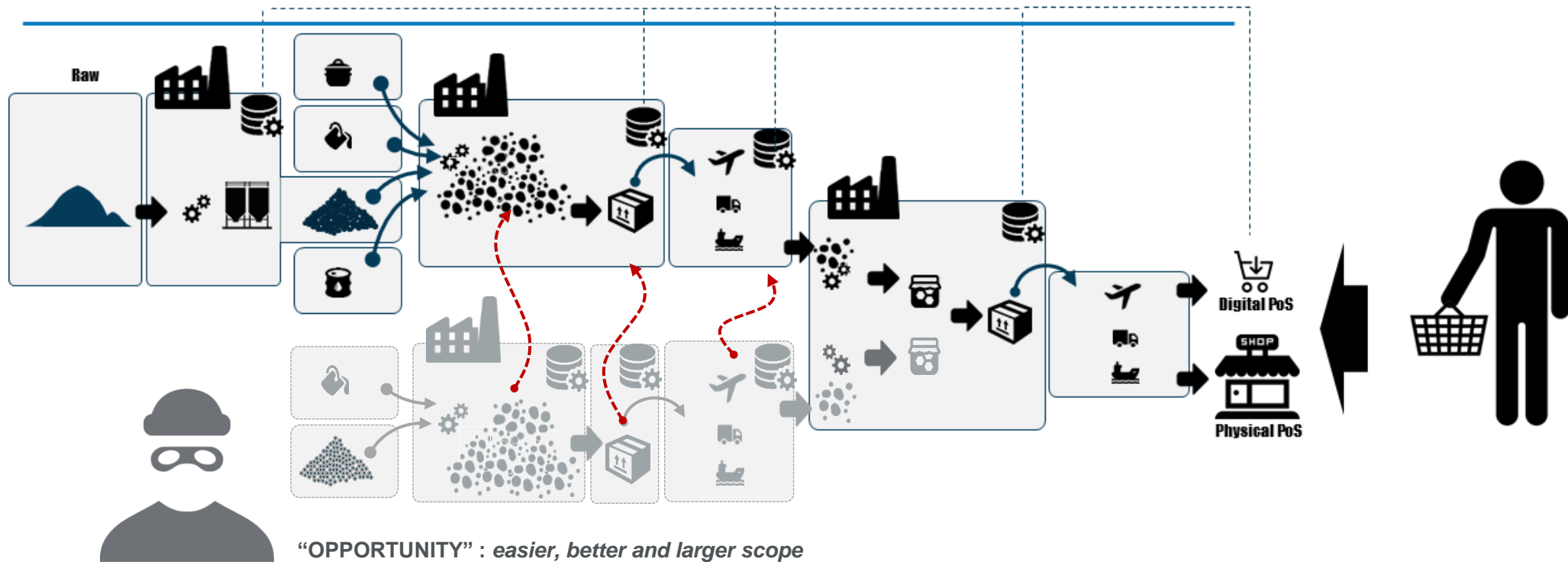
- Connectivity: interaction with product
- New shopping experiences: e-commerce
- Convenience
- My product!
- Strong global demand for sustainability
- End to end transparency



We want anything, anytime, anywhere!

Secure value chain: a real challenge

- Customer centric / Global / Complex / Online boom / Technological progress ...



Products fraud along the value chain

- Trade in **counterfeit** and pirated goods has **risen steadily** in the last few years – even as overall trade volumes stagnated – and now stands at 3.3% of global trade.⁽¹⁾
- The **pharmaceuticals industry** is one of the most **lucrative** sectors for the world's fraudsters and counterfeiters. Around 10% of all pharmaceutical products in the global supply chain are believed to be counterfeit. The problem of counterfeit pharmaceuticals and medicines is highest in less developed regions and countries.⁽²⁾
- Up to 50,000 **illegal online pharmacies** operate across the world, and around 60% of online searches link to counterfeit or fake pharmaceutical products.⁽²⁾

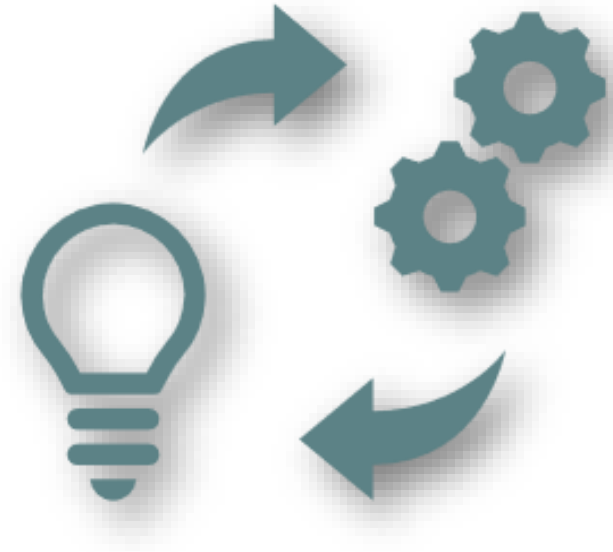


(1) Source: Trends in Trade in Counterfeit and Pirated Goods, OECD and the EU's Intellectual Property Office, 2019

(2) Source: The Future of Anti-Counterfeiting, Brand Protection and Security Packaging to 2026, Jonathan Thomas, Smithers, 2021

Implementing Brand Protection solutions

- What is the **challenge**?
 - Counterfeit / Adulteration / Third shift / Return fraud / Diversion ...
- What is the company's **strategy** and **need**?
 - Authentication / Identification ...
 - Public / Internal ...
- What is the existing **operational** set-up?
 - Integration: processes ...



Solutions can be implemented on a **label**, on the **packaging** or directly at **product** level

Brand Protection for the pharma industry: a non-stop innovation

INNOVATION

- Visible features
- Invisible features
- Smartphone authentication



Multiple views and dimensions

- Radical vs Incremental
- Product vs Process
- Material vs Digital world

Visible security features

- Primary functions
 - Provide immediate reassurance for users
 - Act as a barrier against counterfeiters
- Benefits
 - In-situ - fast - simple – unambiguous
 - Inclusive for people
- A good overt feature is
 - Easy to authenticate
 - Difficult to fake



Innovation axis

- QUAZAR® itself
- Effects, colors and size
- From labels and seals to shrink sleeves ...

Invisible security features

- Primary functions
 - Provide immediate Y/N authentication
- Benefits
 - In-situ - fast - simple – unambiguous
 - Ideal for brand inspectors
 - Legal proof in court as independent party
- A good covert feature is
 - Easy to authenticate
 - Difficult to fake

SICPAGUARD®



Innovation axis

- SICPAGUARD® itself
- Compatibility with printing processes and in-product
- Services: Inspection platform ...



Smartphone authentication

- Primary functions
 - Provide authentication and identification
- Benefits
 - Dashboard: data intelligence
 - Authentication device is your smartphone
 - Entry door for consumer engagement
- A good smartphone authentication is
 - Easy to authenticate
 - Difficult to fake

REVEO®



Innovation axis

- REVEO® itself
- Mobile and substrate compatibility
- Services: additional features ...

Use case: medicines to ensure product authenticity and integrity

- **CONTEXT**

- Large multinational corporation, deployed in many other countries
- Volume: 50-100 Mn of packs per year

- **PROBLEM**

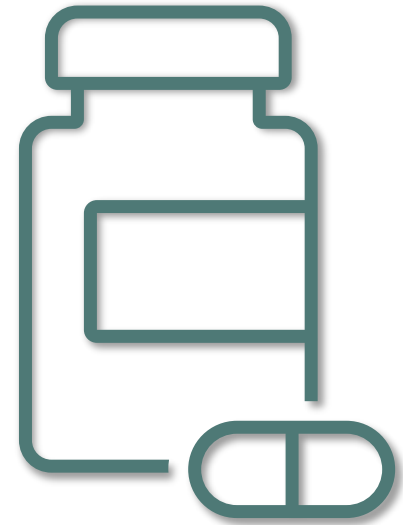
- Counterfeit products found in market
- Product adulteration (at packaging level)

- **SOLUTION**

- Tamper evident seal with visual feature: QUAZAR®

- **BENEFITS**

- Simple visual effect to reassure consumer and deter counterfeiters
- Security implemented at the sealing closure of the pack



Use case: product return inspection to detect counterfeit medicines

- **CONTEXT**

- Large multinational corporation, deployed in many other countries
- Volume: 150-200 Mn of packs per year

- **PROBLEM**

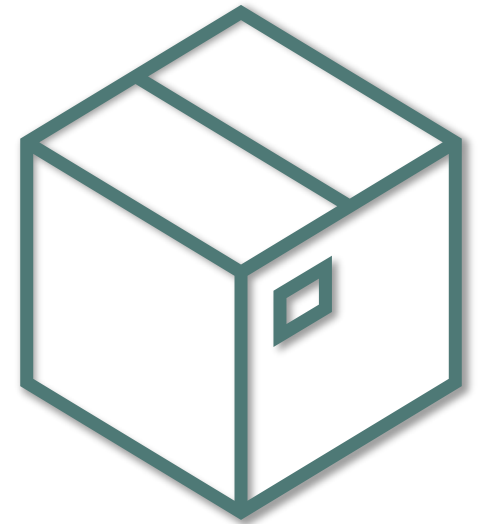
- Counterfeit products are found in distribution and discovered by the customer's labs in the case of returns

- **SOLUTION**

- SICPAGUARD® implemented in seals (flexo) and on carton box (offset), and connected to customer's inspection platform to collect and analyze field inspection data

- **BENEFITS**

- Invisible mark to enable instant and unbiased authentication
- Saves costs related to usual lab analysis for counterfeits
- Facilitates inspectors work facing packaging copies
- Maximize effectiveness of inspections by being able to trigger seizures/enforcement quickly



Use case: fight counterfeit medicines involving various stakeholders

- **CONTEXT**

- Large multinational corporation, deployed in one large country
- Volume: 10-20 Mn of packs per year

- **PROBLEM**

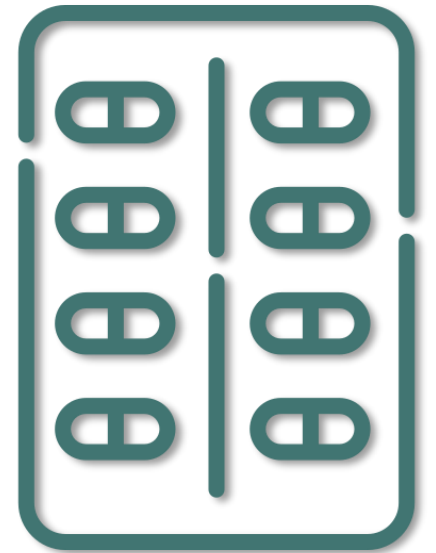
- High value medicines at high risk given the prevalence of counterfeiting in the region

- **SOLUTION**

- Marking the product with both visible and invisible authentication solution to enable instant and unbiased authentication
- Started with overt only and upgraded the solution with further layers over time

- **BENEFITS**

- Simple visual effect to reassure consumer and deter counterfeiters
- Invisible mark to enable instant and unbiased authentication



Who is SICPA

- Leading provider of **secured authentication, identification and supply chain solutions**
- **A long-trusted partner** to governments, central banks and industry



SICPA at a glance

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3'000
employees



Founded in
1927



Technologies
& Services in
180
countries



Swiss
company



UNLIMIT TRUST campus

- SICPA inaugurates its unlimitrust campus, the world's first center of excellence dedicated to the **Economy of Trust**
- Created to bring together **innovation** players in one single community: startups, companies, SICPA employees and researchers in a single location, fostering a collaborative dynamic





Thank you
for your attention

