

Case Study – Pharma Brand Protection

Background

A fortune 500 Pharmaceutical Company discovered that some of their products were being counterfeited. A decision was made to combat the counterfeiting activities and avoid health risks to the public, even though anti-counterfeiting measures were not required by Pharma regulations (circa. 2008). Contact was made with Bsecure.

Solution

The products to be protected against counterfeiting had different packaging requirements. Some products are packaged in white-top cardboard boxes, while other products are supplied in vials. Bsecure worked together with the Pharma Company to find the best anticounterfeiting solutions that could be easily integrated into the existing packaging.

The solution selected for white-top packaging boxes is a self-adhesive label, containing multiple security features. Bsecure recommended the integration of multiple security features into the label, resulting in a robust product. The security label contains overt (level-1), covert (level-2) and forensic (level-3) security features. Level-1 features include tamper-evident substrate and holographic foil. For level-2, UV-fluorescent variable data (visible with UV-lamp). And the ultimate forensic level-3 solution - the integration of a Bsecure proprietary machine-readable covert security ink, authenticated with a hand-held Reader.

For vials, the anti-counterfeiting solution was designed with multiple security features. Using existing production line inkjet printers, the ink was replaced with Bsecure covert level-3 machine readable security ink. The integration of this solution is seamless; just drop in a new Bsecure inkjet cartridge in the printer. Additional protection for the vials is provided by the use of a label with multiple features. The label is attached to the top of the vial with a shrink sleeve.

Summary

Multiple products produced by the Pharma Company are being protected against counterfeiting by the use of solutions provided by Bsecure. Over 200M items a year are protected. The fact that this activity is on-going for more than 12 years is proof of the robustness of the Bsecure solutions. The Pharma Company has added new products over the years and has the knowledge required for integrating security solutions into their evolving packaging and the added advantage of being prepared for the prospect of up-coming anti-counterfeiting regulations.