

Xerox® BrandSecure Packaging Solution for the Xerox® iGen® Press Product Family

Secure the product and protect the brand in one affordable step.



Robust Authentication that Strengthens the Supply Chain Right from the Start

The Xerox® BrandSecure Packaging Solution enables print services providers to produce serialized folding cartons, complete with anti-counterfeiting measures, to provide affordable, flexible security and tracking. In particular, the solution meets the U.S. Food and Drug Administration's Drug Quality and Safety Act (DQSA)/Drug Supply Chain Safety Act (DSCSA) guidelines regarding the unique serialization of individual prescription drug packages.

Improved Security from the Moment of Creation

High-value and high-risk products such as pharmaceuticals, luxury goods, and health and beauty items merit special treatment to protect their authenticity. Ideally, a manufacturer would account for every package that comes off production to guard against insertion of incorrect or bogus product. Traditional post-press serialization schemes risk the diversion and misuse of authentic packaging without detection. Subsequent falsification by inkjet printing is hard to distinguish from real inkjet coding at the point of distribution.

The Xerox® BrandSecure Packaging Solution applies serial numbering and security markings to individual packages as part of imaging on the press, inline with coating, stacking and die cutting. This one-step process replaces post-processing imprinting steps and security application, eliminating the extra labor formerly required to produce security and serial codes on cartons.

This solution closes the loop on security by more tightly integrating package coding with manufacturing and product insertion, putting a lock on authenticity across retail and ethical drug supply chains. Each package is unique, enabling tracking that's invaluable in the event of an anomaly such as the theft of a shipment of licensed goods such as watches or the recall of a batch of toys produced at a specific factory.

Inline Printing of Standardized Numerical Identification Codes

The Xerox® BrandSecure Packaging Solution generates a human-readable GS1 standard serialization code at the time of printing that is DQSA/DSCSA FDA-compliant to assure consumers receive safe, authentic medications.

GS1 Application Identifiers (AIs) and Data Examples



(01)0110312345678903(17)1707120010X301234(21)21SN12



(01)0110312345678903
(17)17071200
(10)10X301234
(21)21SN12

**National Drug Code (NDC)/
Global Trade Item
Number (GTIN)**
1234567890

EXP
DEC 2007

LOT
X301234

SN
SN12

GTIN – AI(01): 0110312345678903
EXP – AI(17): 17071200
LOT – AI(10): 10X301234
SN – AI(21): 21SN12

Enhance authentication and fraud detection with specialty imaging text effects.

Xerox® technology enables a variety of on-press counterfeiting countermeasures ranging from subtle to invisible. These marks are easy to incorporate in packaging design and can include variable SNI-related information as part of the digital workflow for an added layer of protection that's hard to duplicate. More at www.xerox.com/digital-printing/print-solutions/secure-printing/enus.html

GlossMark™



Correlation Mark



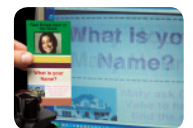
MicroText



FluorescentMark



Infrared Text





Integrate tracking with brand protection.

The Xerox® BrandSecure Packaging Solution builds on the affordable brand protection capabilities of the Xerox® Automated Packaging Solution for Xerox® iGen® presses.

On the design side of things, package designers can specify the placement of Standardized Numerical Identification (SNI) with tighter tolerances. High-resolution imaging helps better integrate coding with the overall polished look and high quality of packaging design that will be difficult to replicate.

In addition, manufacturers are free to create complex packaging designs using specialty imaging text capabilities (see sidebar). The integration of multiple, high-resolution countermeasures, some subtle and hidden, makes packaging more difficult and expensive to fake, presenting counterfeiters with greater technical and economic barriers to hijacking the manufacturer's brand.

Optionally, add intelligence and even more robust protection to every package with the Xerox® Printed Memory Solution. This solution offers security using a printed memory label that is inexpensive and difficult to counterfeit. Every label is unique with an encrypted code that can only be created by authorized personnel using proprietary algorithms and can be verified instantly whether online or offline. It can also hold product information such as lot codes, serial numbers, expiration dates and geographic codes.

Capitalize on a greater range of marketing opportunities while minimizing packaging cost.

First and foremost, the Xerox® BrandSecure Packaging Solution minimizes time to market. The digital workflow can generate the latest wording and coding at the iGen press, in parallel with product manufacturing and the printing of labels and inserts, to facilitate "just-in-time" conversion processing.

The moment a drug is authorized for release or a marketing campaign gets a "go," cartons can be printed on demand in the exact quantity required, virtually eliminating inventory costs. This also minimizes the risk and expense of loss, malicious diversion, or obsolescence and certified destruction for the brand owner.

This solution also supports a much more dynamic and lower-cost approach to packaging authenticity than otherwise possible. In practical terms, packaging designs can be altered or updated on a daily basis. While a counterfeit hologram can hit the market in about 21 days, the Xerox® solution lowers risk by making it simple and affordable for manufacturers to refresh the products flowing through their supply chains as often as they wish.

With Xerox® FreeFlow® workflow and Xerox® iGen® presses, folded cartons can be individualized at the unit level. It's easy for packaging print services providers to support versioning or customization related to test marketing or sampling programs. Short runs are economical to produce while virtually eliminating the hassles and expense of inventory management.

A 24/7, Worldwide Safety Net for Brand Protection

The eTRACS Xerox® technology leverages the data processed by the Xerox® BrandSecure Packaging Solution to provide manufacturers with comprehensive, cloud-based SNI tracking and tracing. eTRACS is fully PCI/HIPPA certified and protected by multiple security measures. It easily integrates into corporate ERP/MIS and government application infrastructures, interfacing with existing revenue and other financial systems.

Built-in, real-time eTRACS analytics spotlight counterfeiting and gray market activity from production line to point of sale to protect revenue and brand reputation. Dashboard reporting and a business portal provide easy access for brand managers, supply chain partners, practitioners and consumers with instant product verification. The combination of eTRACS and the Xerox® BrandSecure Packaging Solution gives brand owners an invaluable tool in the fight to protect consumers and preserve brand equity.



Xerox® Printed Memory

All the Right Components to Deliver Security with Style—at Low Cost

The Xerox® BrandSecure Packaging Solution integrates into a digital workflow that takes packaging from incoming files to coated, die-cut folded cartons. Properly equipped print services providers can offer this added layer of product and brand protection with virtually no additional investment in hardware and software.

The Xerox® Automated Packaging Solution for Xerox® iGen® Presses is an integrated, inline digital solution for packaging printing. It leverages the latest in digital printing technology with a versatile coating unit, an innovative buffering stacker and a custom die cutter.

This solution makes it easy and affordable for print services providers to produce targeted, specialized printed packaging—efficient for short runs, serialized pharmaceutical boxes, personalized promotional tools, private label foods or product samples. By adding SNI coding to the specialty imaging text effects enabled by the Xerox® FreeFlow® VI Suite, safe and compliant packaging can be produced in a single affordable, efficient process.

The Xerox® Packaging BrandSecure Solution for the iGen Presses is enabled by the Xerox® Automated Packaging Solution for Xerox® iGen Presses and the following components:

- Xerox® FreeFlow Print Server or EFI™ Fiery® DFE
- VI Compose installed on the DFE
- VI Design Express (as the design tool)
- eTRACS or interface to eTRACS
- Optional Xerox® Printed Memory Solution

Xerox® technology gives print services providers a streamlined, cost-effective solution for producing high quality packaging with flexible security and anti-counterfeiting features. Random serialized numbered folded cartons are delivered to the stacker coated and die cut, ready for conversion processing.



More at <http://www.xerox.com/digital-printing/latest/IG4BR-01U.pdf>

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