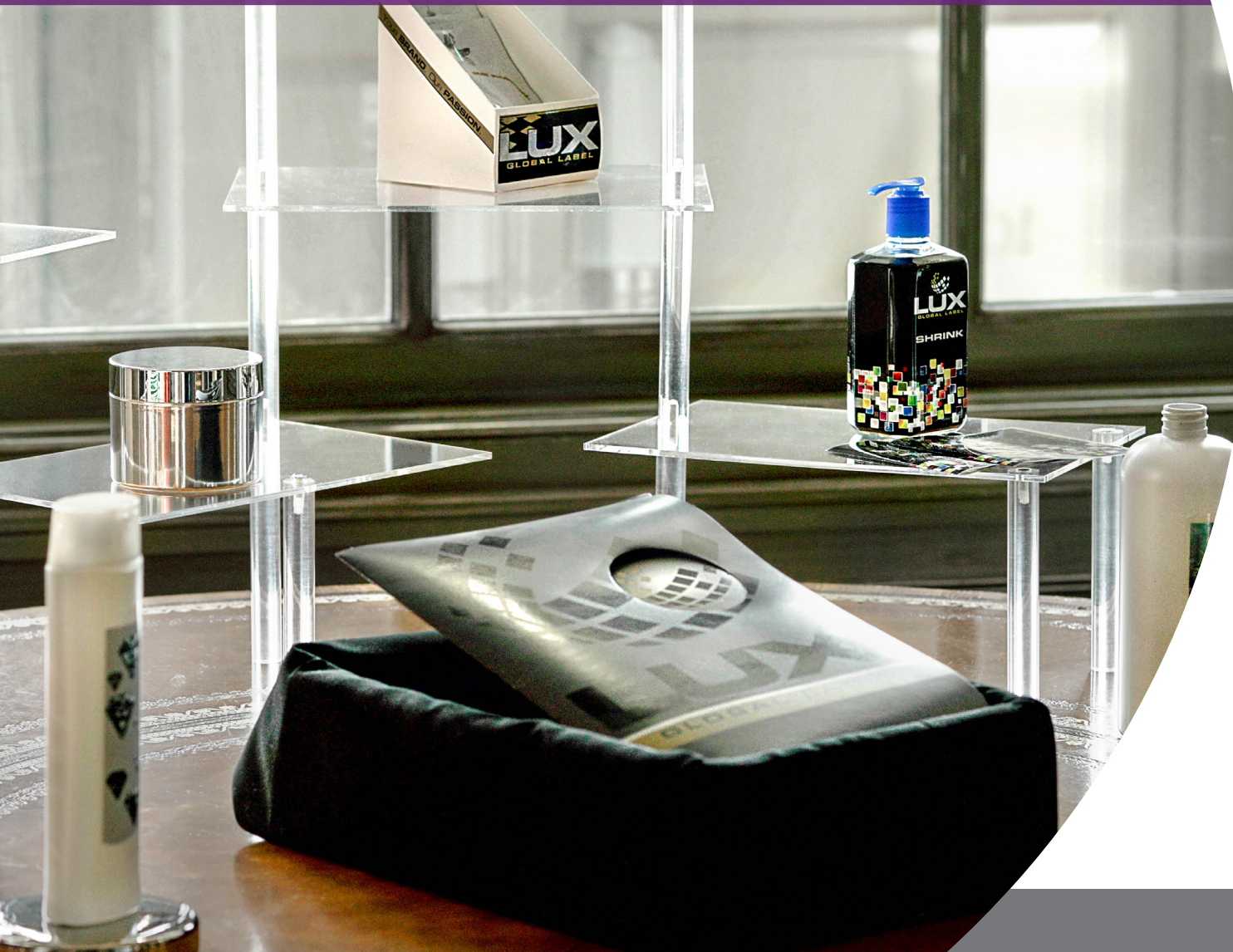


Case Study

Brand protection | Packaging printing



A seamless solution to combat counterfeiting

At the request of a customer in the healthcare industry, LUX Global Label implemented the Systech HS-Web UniSecure® system on their label rewinder. This innovative e-Fingerprint® technology gives every product a 100% unique identifier that can be digitally verified in real time at any point along the supply chain, ensuring unparalleled brand protection.

Company

Lafayette Hill,
Pennsylvania, USA

105 years of packaging
printing experience

150,000-sq-ft printing
facility has every type
of printing technology
under one roof

Tens of billions of units
produced and shipped
per year



Challenge

Digital identification
at rewinder speeds

LUX Global Label is a leading manufacturer of pressure-sensitive labels, shrink sleeves and security



“Being able to offer
Systech brand protection
makes our security
solution portfolio a lot
stronger.”

◀ Andy Johanson,
vice president, sales and business
development, LUX Global Label

solutions whose customers include many of the world’s most trusted brands. In 2020, a core customer from a leading consumer health and pharmaceutical company approached them with a request to try a new product authentication solution to produce their labels. “The customer was using the UniSecure solution on their own packaging line and felt it would be more efficient to move the process upstream so the labels we supply include the unique product

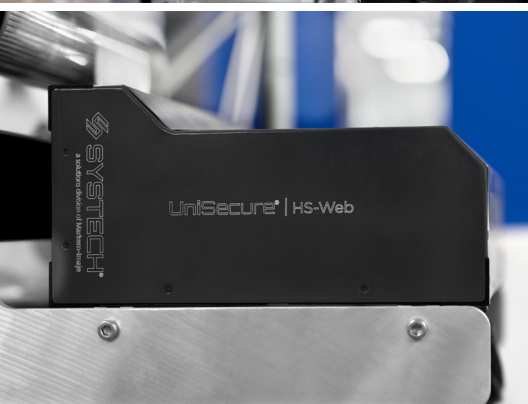
signature,” explains Andy Johanson, vice president of sales and business development at LUX Global Label.

“Although we provide several other types of brand protection, these rely on conventional systems such as microprinting or fluorescent security inks, which add physical steps to printing. The beauty of the Systech solution is that everything is digital—it just scans and captures what we’re already printing, with no impact on our operational output.”



▲ LUX Global Label
produces pressure-
sensitive labels for
some of the world’s
leading brands.

The installation of the HS-Web hardware was done in one day on LUX Global Label’s rewinder. The system’s eight-camera setup allows for capture of up to 16 lanes across and 25,000 signatures per minute. It works in line with the existing manufacturing process—capturing at standard rewinder speeds.



Solution

Non-additive product authentication

The global counterfeit drug market is worth an estimated \$200 billion annually and there's more at risk than revenue loss. Fake products damage brand reputation and jeopardize consumer safety. The ability to verify product authenticity is critical.

The Systech technology transforms an existing barcode into a unique digital identifier. High-powered cameras leverage the naturally occurring microvariations caused by the printing process to create a distinctive 'e-Fingerprint' for every individual product. This data is then sent to the secure cloud, where it can be used to instantly authenticate or track products across the supply chain with a simple smartphone app.

◀ The Systech Unisecure technology for reliable product authentication is easy to install and manage.

Benefits

Competitive advantages

"This technology is really innovative," affirms Johanson. "We have pitched it to other customers and the reaction is pretty universal: they like how easy it is to use and the fact that, beyond traceability, there's the potential to add consumer engagement, which is increasingly desirable in marketing." As it is 100% digital, relationships can be built with end consumers by allowing them to verify product authenticity. From here, the brand can serve up information such as when and where the product was made, what it is made from, its sustainability rating, promotional offers, etc. "There are lots of opportunities to further develop this offer to new customers," concludes Johanson. "Our capability with this e-Fingerprinting technology differentiates us as a supplier."

Systech technology allows brands to assign a unique digital ID to every item that is impossible to counterfeit - without changing their artwork or printing process. Through an e-Fingerprint®, every product becomes connected, giving partners and consumers the ability to verify authenticity, track products and engage at any point in the supply chain.

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a  company