



NEW CALORIGIN WEBSITE GIVES CONSUMERS THE ABILITY TO VALIDATE CANNABIS PRODUCTS

Humboldt, Mendocino, and Yolo counties are among the jurisdictions using CalOrigin to support public health and safety objectives with secure tamper-evident labels that trace all products, legally produced in their markets

SPRINGFIELD, VA, February 16, 2018 – SICPA, a global leader in providing secure authentication and track and trace solutions for regulated products, today announced the launch of a new, dedicated [website for its CalOrigin solution](#). The CalOrigin solution is first and foremost a complete compliance solution offering supply chain visibility and material security to regulatory authorities and law enforcement. CalOrigin also offers many benefits to consumers; it provides consumers and patients purchasing cannabis products with the ability to verify the products they are buying were cultivated, manufactured, and distributed in compliance with state regulations and by licensed operators. In addition, consumers and patients have direct visibility to the origin of the cannabis products, safety test results, growing conditions, and more.

Through CalOrigin, SICPA has partnered with some of the largest and most prominent cannabis cultivation regions in California— including Humboldt County, Mendocino County, Yolo County and the cities of Eureka, Rio Dell, and Arcata—to provide regulators and law enforcement with transparency to see which operators are in compliance with state and local regulations—and which are not. In addition CalOrigin gives consumers and patients across the state confidence in the cannabis products that they buy and consume.

Products protected by the CalOrigin solution feature a tamper-evident label displaying a secure unique ID and QR code that consumers can validate through the new website at <https://go.calorigin.org/> or with the CalOrigin mobile app available in the App Store. Each product label utilizes counterfeit resistant technology to uniquely track that product all the way back to the grow site. By tracking each product from seed to sale, consumers can access accurate and honest information about the product they purchased. Knowing details like product origin, growing techniques, and safety test results provides consumers and patients with confidence that locally-grown California cannabis featuring the CalOrigin label meets their safety and quality expectations.

In addition, the new site will provide public officials, cannabis businesses, and consumers easy, one-stop access to detailed information about the CalOrigin solution, including step-by-step instructions for consumers to use the CalOrigin app in order to access information about their cannabis products. The site will also feature profiles of the counties and municipalities in California that currently use the CalOrigin solution, including Humboldt County, Mendocino County, and Yolo County.

“The CalOrigin solution provides greater insight into the cannabis supply chain—helping protect public health, enabling compliance and enforcement of existing regulations, and increasing consumer confidence,” said SICPA Vice President of Business Development Alex Spelman. “SICPA continues to work hard to make sure that all stakeholders understand how the system works and how it can benefit them and this website is another way we are doing that.”



The new website will be updated regularly as SICPA continues to work with officials, businesses, and consumers to refine and improve the CalOrigin solution, particularly as conditions in the regulated cannabis market change. Businesses and officials enrolled in the CalOrigin system will also be able to use the site to access the secure industry portal.

How CalOrigin Works

Once government regulators approve cannabis business licenses, licensees are given access to a secure, online system that allows them to share key information with other system users across the supply chain.

Through a combination of counterfeit resistant stamps and the secure online system, products are tracked starting with individual plants, through various product transformations, and all the way to point of sale. As a product moves through the supply chain—from cultivator to manufacturer to distributor to dispensary—additional detail is added to the online system in association with each unique stamp. This creates a map of a product's journey through the supply chain in a secure online system.

The stamps also connect patients and consumers to product information through the CalOrigin smartphone app and website (www.calorigin.org). Patients and consumers use these tools to make sure a stamp is valid, retrieve product details, see test results, and more.

Program Benefits

CalOrigin, powered by SICPATRACE[®] Cannabis, provides many benefits to program participants. For government officials and law enforcement, the solution offers:

- Public Safety – Capture and rendering of product creation methods and testing information to ensure products are safe for consumption
- Compliance – Ability to quickly authenticate product source and provenance to prevent transfer of products between legitimate operations and the illicit market.
- Revenue Reconciliation – Detailed volumetric and sales information to enable tax calculation and reconciliation at multiple points in the supply chain

For growers, manufacturers, distributors, and dispensaries, the solution offers:

- Simple and efficient toolset to enable quick compliance with regulations
- Supply chain visibility aligned to regulatory reporting requirements
- An app and website that connects them with patients and consumers

Patients and consumers can count on the solution to:

- Validate cannabis products have been legally produced, tested and are appropriate for consumption
- View product information such as potency and appropriate use instructions and receive notification of unsafe or recalled products
- Confirm product production methods and operator third party certifications



For more information on:

SICPA's cannabis control solution - <http://us.sicpa.com/CannabisControl>

SICPATRACE® - <http://www.sicpa.com/government-security-solutions/sicpatracer>

About SICPA

SICPA is a trusted global provider of security inks as well as secured identification, traceability and authentication solutions. With high-technology security inks at the core of its expertise, the company protects the majority of the world's banknotes, security and value documents, and a wide range of consumer and industrial products. It offers solutions and services ensuring product authentication, traceability and protection as well as tax reconciliation. www.sicpa.com

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