

Secure the Supply Chain. Safeguard Your Customers. Protect Your Brand.



Prevent Counterfeiting

All major wine and spirits brands are vulnerable to counterfeiting. It is a global issue that puts brand reputation and consumer safety at serious risk. Counterfeitors are crafty, reproducing proprietary bottles and labels or refilling empty genuine bottles, often with low-quality ingredients and toxic chemicals. Companies are increasing anti-counterfeiting measures to address this growing problem. The challenge is finding a comprehensive solution that is:

- Covert, non-duplicable and secure
- Easy for distributors and retailers to validate
- Affordable to implement

With True Authentication

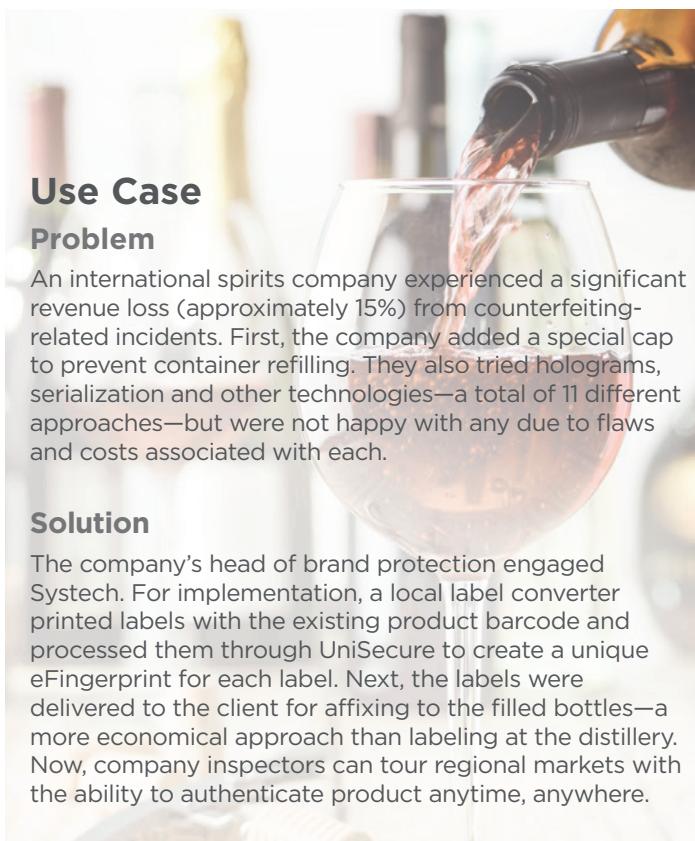
Product authentication at the individual bottle level is the most effective way to secure the supply chain and ensure quality and safety. What if the barcode on your existing label could be used to verify each bottle at any point in the supply chain, from production to your customer?

UniSecure brand protection empowers brand owners to do just that. Each bottle becomes connected, giving partners and consumers the ability to confirm authenticity and engage with you about that specific product in real time.



How UniSecure Works

Printing is dynamic. Environmental and other input factors combine to produce small-scale variations or “noise” in printed data carriers. UniSecure intelligently analyzes these random, microscopic variations to create a unique signature, or e-Fingerprint, that cannot be reverse engineered or duplicated. This digital signature is then stored in the cloud for future authentication using a mobile app at any point in the supply chain.



Use Case

Problem

An international spirits company experienced a significant revenue loss (approximately 15%) from counterfeiting-related incidents. First, the company added a special cap to prevent container refilling. They also tried holograms, serialization and other technologies—a total of 11 different approaches—but were not happy with any due to flaws and costs associated with each.

Solution

The company's head of brand protection engaged Systech. For implementation, a local label converter printed labels with the existing product barcode and processed them through UniSecure to create a unique eFingerprint for each label. Next, the labels were delivered to the client for affixing to the filled bottles—a more economical approach than labeling at the distillery. Now, company inspectors can tour regional markets with the ability to authenticate product anytime, anywhere.

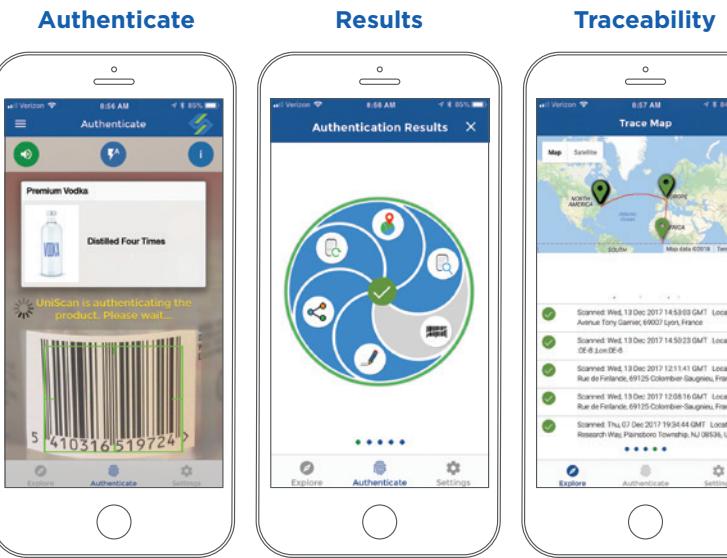
Designed for Easy & Flexible Deployment

UniSecure camera on packaging line creates e-Fingerprint

- Works with printed data carriers including QR codes and UPC, EAN and 2D Data Matrix barcodes
- e-Fingerprints stored on secure managed cloud

Smartphones perform authentication across the supply chain

- UniSecure mobile application available for download from AppStore and Google Play
- Software development kit allows customization to brand specifications and process flow



	UniSecure Solution	Additive Solutions
Package Changes	No	Most
Major Line Changes	No	Yes
Real-Time Authentication	Yes	Some
Non-Duplicable	Yes	No
Enables Customer Engagement	Yes	Some



Systech is a global technology leader in product verification and brand protection. For more than 30 years, Systech innovations have set the stage for supply chain best practices, supporting key brands across industries including pharmaceutical, consumer packaged goods, food and beverage, and life science.

Systech pioneered serialization. Today, it brings deep expertise in machine vision and packaging line inspection to deliver breakthrough anti-counterfeiting solutions—defining the future of product authentication.

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