

## Invisible protection

AlpVision Cryptoglyph covert brand protection is recognised as a mature solution with major deployments protecting over a billion products worldwide. The top 100 pharmaceutical firms have adopted Cryptoglyph invisible marking, which is fully compatible with the industrial production of pharma products and the requirements of the relevant health authorities.

Cryptoglyph is the only security process that provides invisible marking with standard ink and printing processes including offset, rotogravure, flexo, laser and inkjet. This means it can be easily integrated into any existing packaging production line. The Cryptoglyph file is embedded into the digital image file of the packaging before printing, without



Remote authentication of Cryptoglyph-protected packaging, using a standard PDA camera/phone.

any packaging design modification. It can protect aluminium or polymer blister packs, as well as folding boxes. A simple capture of part of the packaging with a mobile phone camera or an ordinary scanner is enough to get the genuine or fake verdict in a few seconds.

A technological solution alone cannot

provide suitable, industry-compatible brand protection. Many new high-tech systems fail because they do not take into account the realities of producing large volumes of pharmaceutical goods: hundreds of production centres can be involved, each with its own workflow and packaging suppliers.

To protect the many products and stock-keeping units that are manufactured and managed by multinational brands, the technology must be embedded into a safe system that complies with many strict rules established by these large firms and the relevant health authorities.

### Further information

AlpVision SA  
Tel +41 21 948 6464  
Fax: +41 21 948 6465  
Email: [avinfo@alpvision.com](mailto:avinfo@alpvision.com)  
Website: [www.alpvision.com](http://www.alpvision.com)

65

# SPOT THE DIFFERENCE

## GENUINE OR FAKE?

Of all the product-protection systems on the market, Cryptoglyph is the easiest to use and the most effective. Counterfeiters cannot even detect it, never mind defeat it!

You don't have to invest in security inks or hardware, and there's no change to your package design. Yet it gives you unbreakable security.

You simply capture any part of the packaging with a mobile phone or an ordinary scanner, send the image to your server, and you get the verdict in a few seconds. These solutions meet the requirements of **FDA 21 CFR Part 11 ERES** and the **FDA Revitalization Act S.1082** for medicines delivered in the USA: we have installed complete turnkey systems for major pharmaceutical manufacturers to protect billions of units worldwide.



AlpVision® 

DIGITAL IMAGING SECURITY SOLUTIONS

For detailed information please visit: [www.alpvision.com](http://www.alpvision.com)