

## Newsletter

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## Headlines

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**AlpVision is invited to speak at the 2011 International Symposium on Safe Medicine, October 2-4, Portland, Maine, USA.**

**AlpVision will speak and exhibit at the World Tobacco Expo in Munich, Germany, November 8-10, 2011.**

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### **The EU Parliament issued a new directive for pharma product authentication.**

The new Directive 2011/62/EU relating to medicinal products mentions - Art. 54 (o):

*"For medicinal products ..., safety features enabling wholesale distributors and persons authorised or entitled to supply medicinal products to the public to:*

- **Verify the authenticity** of the medicinal product and
- **Identify individual pack...**

In former directives, it has been confusing as only product identification was mentioned. Now product authentication is part of the patient safety directive in addition to product identification and packaging integrity detection.

AlpVision delivers digital solutions for product authentication perfectly in line with this directive, coming into force by January 2, 2013 in the EU member states. Companies that are currently deploying the AlpVision covert security solutions for the various packaging components (primary-secondary packaging and labels) will be in a good position to fulfill this legal requirement in due time.



### **AlpVision is invited to speak at the 2011 International Symposium on Safe Medicine, October 2-4, Portland, Maine, USA.**



AlpVision is very proud to be invited to this important event and to present its full range of anti-counterfeiting solutions for pharma products. This conference is aimed at medical, health, pharmaceutical and human service practitioners, educators, policymakers, law enforcement personnel, environmentalists, substance abuse professionals, as well as others concerned with the human and environmental impact of prescription drugs on individuals and their external environment. The exciting and beautiful coastal city of Portland, Maine, offers a superb venue in which to learn, share ideas, and network in an international gathering of authorities and other stakeholders on the major issues and challenges surrounding

prescription drug use, misuse, abuse, return, and disposal. AlpVision will present a conference entitled "Centralized Security Feature for Safe Medicine Management" on October 3 at 12.00 pm.

### **AlpVision will speak and exhibit at the World Tobacco Expo in Munich, Germany, November 8-10, 2011.**

This global tobacco exhibition is placed strategically in the centre of Europe to maximise visitors from both Europe and the world market. AlpVision will showcase a complete range of covert security features for cigarette packets using regular varnish applied by packaging gravure. The AlpVision solutions have a very low cost per packet and do not modify the production workflow. This unique capability based on use of regular varnish and standard printing processes makes AlpVision's solution the most effective one for large volumes of production.



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