

Newsletter

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Headlines

April 3, 2018

Alpvision's Evolution in China

Innovation

Meet us in London

Alpvision's Evolution in China

AlpVision has setup its Shanghai office in September 2015 to supply the Chinese brand owners with AlpVision's authentication solutions. After more than 2 years of activity, we are proud to report that our technologies have been welcomed by Chinese companies. Indeed, several customers have already rolled-out our solutions on a large scale, and all of them are extremely pleased to work with AlpVision. This satisfaction comes primarily from the security of the technology, the ease of deployment and the user-friendliness of the authentication process. Furthermore, our customers also mentioned the quality of our service, particularly the excellent project planning and the reactivity of our support team, as well as our general flexibility. Finally, our sales pipeline shows very promising customers for 2018 and we look forward for deploying many other high-quality solutions to new Chinese brand owners.



Innovation



We are happy to announce that we have successfully completed the qualification of a new type of packaging that can now be protected with our technologies. Indeed, we adapted our solution to the so-called "shrink-sleeve", which are flexible plastic films used to wrap both a bottle and its cap. These wrappings act therefore both as a tamper-proof device and as an authentication device. The authentication may be performed by end user consumers, who will, therefore, be able to simultaneously verify that the bottle has not been re-filled and that it is genuine. The first brand owners deploying these solutions are in the distilled spirit and

automotive industries. However, this solution is also attractive for many other markets already using shrink-sleeves, like the cosmetic, beverage, and food industries.

Meet us in London

Do not miss an opportunity to meet with AlpVision this spring and discover our brand-new solution to protect QR Codes and bar codes. The solution is new, but its deployment and use are fully aligned with AlpVision's credo: authentication with smartphones and easy deployment. We will exhibit at the 4th Global Brand Protection Innovation Programme, taking place on April 26th and 27th in London. GBPIP 2018 is specifically designed to address the global security challenges faced by brands, in particular, the issues of counterfeiting, product diversion, and look-a-like goods (knock-offs).

