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Keywords: anti-counterfeiting, brand protection, pharma products, security packaging, labeling, tablets, plastic closures, protection against counterfeiting.

Low-cost effective invisible solutions for protection of pharmaceutical packaging and products against counterfeiting using digital technology.

AlpVision, a leader in the supply of invisible solutions for protection against counterfeiting, will be exhibiting at Interphex 2010, stand #725, for the first time in the US showing the full range of its solutions applied to pharmaceutical packaging and products commercialized under the trade names of Cryptoglyph® and Fingerprint™.

These solutions are appropriate for the different layers of packaging in the form of carton boxes, aluminium blister packs or flexible packaging, as well as for the tablets themselves and for various key elements of diverse glass or plastic based containers.

No special ink, no taggant, no extra security features are necessary. No additional production cost is incurred and there is no visual change in the packaging or the products. Ordinary office flatbed scanners or mobile telephone cameras are sufficient to instantly verify whether a product is an original or a fake.

The AlpVision turnkey anti-counterfeiting solutions meet the requirements of the US health authorities (FDA 21 CFR part 11 ERES) with respect to pharmaceutical products and are guaranteed in accordance with the GAMP 5 CSV guidelines. They already protect billions of items against counterfeiting worldwide.

Caption of the attached image: AlpVision_Verification_Process.jpg (300 dpi)

Online “Genuine-or-Fake” verification using standard flatbed scanners or camera phones.

For any further information, contact Roland Meylan, Corporate Communication Manager:
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