

Press Release

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AlpVision Expands Business in Japan, Partners with ISID

In partnering with ISID, AlpVision hopes to respond to the increasing number of counterfeit Japanese brand-name pharmaceuticals sold in foreign countries.

Vevey, Switzerland (ALPVISION), July 29, 16 – AlpVision, a leader in digital invisible technologies for product authentication and counterfeit protection, has signed a distribution contract for its Cryptoglyph® technology with Japanese IT and consulting service provider, Information Services International-Dentsu, Ltd. (ISID).

"ISID is a natural fit to support the development of the Japanese market and to help with the deployment of our Cryptoglyph technology, particularly on pharmaceutical packaging," said Martin Kutter, president of AlpVision.

A joint venture between Dentsu Inc., one of the world's largest independent advertising firms, and General Electric Company (GE), one of the leading blue-chip companies in the United States, ISID offers a host of innovative IT solutions and brings extensive experience in product development and business operations consulting, particularly in the manufacturing and financial sectors.

In partnering with ISID, AlpVision not only hopes to respond to the increasing number of counterfeit Japanese brand-name pharmaceuticals sold in foreign countries, but also of fake medications appearing on the Japanese market, particularly those sold on websites operated by foreign drug sellers located in Hong Kong and Singapore (source).

"Japanese pharmaceutical companies represent approximately 20% of the worldwide pharmaceutical turnover and offer therefore interesting development perspectives for AlpVision," said Fred Jordan, CEO of AlpVision. "The expansion of our business in Japan is as much a reflection of the increasing need for our services as it is of the continuing growth we're experiencing in East Asia."

Printed using offset, flexographic and rotogravure printing presses, AlpVision Cryptoglyph is invisible to the naked eye and can be detected using a smartphone. Simple and industry proven, AlpVision's Cryptoglyph technology has been deployed at large-scale among the Fortune 200 pharmaceutical companies in the world for over a decade.

About AlpVision S.A.

AlpVision S.A. is a Swiss software company founded in 2001 in Vevey, Switzerland. It develops digital invisible technologies enabling identification of materials, such as paper, carton, molded plastic, glass and metal. These technologies are used for product authentication and counterfeit detection. In 2015, the company opened its first sales office in the Swiss Center in Shanghai in the People's Republic of China. More information:

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