

**Press Release**  
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## **AlpVision and Nolato Medical Announce Joint Collaboration to Protect Primary Plastic Packaging for the Pharmaceutical Industry**

*AlpVision and Nolato Medical announce a new partnership to establish collaborative activities to protect primary plastic packaging against counterfeiting. The partnership builds on AlpVision's breakthrough patented Fingerprint™ technology, which enables brand owners in the pharmaceutical industry to track and authenticate mass produced products manufactured in a mold with a scanner or an iPhone.*

Image (Source AlpVision)

Image Caption: Authenticating a Nolato Medical Cap with an iPhone

**Vevey, Switzerland – May 16, 2012** – Coined the “crime of the 21<sup>st</sup> century,” counterfeiting of pharmaceutical products accounts for an estimated \$600 billion in global trade. Among other preventive measures, packaging can play an important role in deterring copying, tampering or package pilferage.

In response, AlpVision, the world’s leader in digital invisible technologies for product authentication and brand protection, and Nolato Medical, a leader in polymer products and subsystems, are leveraging each other’s expertise to establish collaborative activities to protect primary pharmaceutical packaging against counterfeiting.

The partnership builds on AlpVision’s patented Fingerprint™ technology, a breakthrough authentication solution based on the object “as is.” With no change to the standard molding practices, the process involves capturing a digital image of the intrinsic microscopic surface irregularities found in a mold, then using that image as a reference to authenticate an entire production of molded parts, such as vials, containers and lids, test tubes and caps. To perform a genuine-or-fake verification, brand owners can simply use a standard office scanner or iPhone-like device.

With a great deal of experience in developing and producing pharmaceutical plastic packaging for leading global pharmaceutical companies, Nolato Medical will now be able to offer its customers a high-security, cost-effective anti-counterfeiting solution to track and authenticate any products manufactured by molding. Unlike any other safety features, AlpVision’s authentication solution can be applied before the product deployment or once in the market, by using the original mold.

“We are thrilled to develop this new partnership with AlpVision,” said Christer Wahlquist, President of Nolato Medical. “AlpVision’s Fingerprint solution is a welcome addition to our company’s product portfolio, which already consists of a range of tamper-evident caps.”

“I am excited to leverage Nolato Medical’s extensive expertise in the medical device and pharmaceutical packaging areas,” said Dr. Martin Kutter, President of AlpVision. “By combining Nolato Medical’s knowledge with our Fingerprint technology, I strongly believe that we will be able to reduce the penetration of counterfeit pharmaceuticals into the legal supply chain and better safeguard patient safety.”

**About AlpVision SA**

AlpVision is the world's leader in digital invisible technologies for product authentication and counterfeit protection. Simple and industry-proven, AlpVision's cost-effective, high-security digital authentication solutions protect billions of branded products and packaging worldwide. Authentication is performed using a standard office scanner or iPhone. For more information, please visit [www.alpvision.com](http://www.alpvision.com).

**About Nolato Medical**

Nolato Medical is a long-term, global partner within the development and production of polymer products for market-leading medical technology and pharmaceuticals customers, including primary plastic packaging for the pharmaceutical and food supplements industry. For more information, please visit [www.nolato.com](http://www.nolato.com).

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