

AlpVision to offer free of charge security feature to protect COVID-19 relevant medicines against counterfeiting

On November 13th, 2020, AlpVision launched the "AlpVision COVID-19 Initiative" helping pharmaceutical companies to protect COVID-19 relevant medicines against counterfeiting.

COVID-19 has caused not only a worldwide health crisis, but also created unprecedented economic challenges. In response, AlpVision has decided to launch the "AlpVision COVID-19 Initiative". The initiative supports pharmaceutical companies by providing them for **free** with the necessary tools to protect COVID-19 relevant medicines and vaccines against counterfeiting.

To do so, AlpVision will provide pharmaceutical companies and their suppliers with all the necessary tools to deploy the Cryptoglyph on their packaging.

The AlpVision Cryptoglyph is a digital security feature which can be implemented and deployed within just a few weeks. The Cryptoglyph is invisible to the human eye and authentication of a product protected with a Cryptoglyph is done using a regular smartphone.

Securing of packaging with a Cryptoglyph is very easy as it neither changes the standard production process, nor requires additional consumables. In addition, the smartphone applications connect to AlpVision's Brand Monitoring System (BMS), a centralised server platform through which pharmaceutical companies are

able to monitor in real-time product authentication activities and gain important insight into counterfeiting activities.

The "AlpVision COVID-19 Initiative" started on November 13th, 2020, and the subscription will run for an initial period of three months. Participating companies will be able to protect their COVID-19 relevant products with zero additional cost for the authentication feature. AlpVision will provide this service gratuitously until the pandemic is officially declared as ended by the World Health Organisation.

Companies interested in participating in the initiative are invited to contact AlpVision.

More information can be found online at www.alpvision.com/Covid/

Encyclopedia of Brand Protection and Security Printing Technology

By Michael Fairley and
Jeremy Plimmer

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Over the last twenty years or so, brand protection has gained increasing importance as the counterfeiting and authentication of products, packaging, labels and documentation has continued to grow worldwide. This has posed significant challenges for brand owners.

This second, updated edition, of the Illustrated A-Z **Encyclopedia of Brand Protection and Security Printing Technology** provides a clear understanding of all these complexities and more facing the branded product market today. It continues to be a must-have resource, not only for brand owners, marketing teams, designers and product manufacturers, but also the wider label and package printing industry, and suppliers.