Fighting Counterfeiting
while Contributing
to the Circular Economy

OPTEL™
Traceability technologies for a better world

Computing and Electronics

Real-time Alerts

Product Serialization and Authentication

CUSTOMER PROFILE

LEADING PRINTER MANUFACTURER

$3.6 Billion Annual Revenue

12,000+ Employees

CUSTOMER CHALLENGES

A leading developer, manufacturer and supplier of printing and imaging solutions had encountered issues with widespread counterfeit and diverted ink and toner cartridges. The illicit products ranged from genuine cartridges being illegally refilled with counterfeit ink to products that were entirely counterfeit, from the cartridge to the packaging.

Physical security features, including complex holograms, had little or no impact on counterfeiting, failed to curb the gray-market diversion and provided no support for authentication by end users. In response, the company's brand protection manager implemented OPTEL's Verify Platform software, part of the Intelligent Supply Chain (ISC) suite of solutions, for its market-leading traceability and digital product-authentication capabilities.

REQUIREMENTS

- Secure serialization at multiple packaging levels
- Web-based track-and-trace solution with hosted data management
- Mobile apps for product authentication
- Real-time alerts and reporting
- Global customer support in a wide variety of languages
- Integration with ERP system (SAP)

RESULTS

OPTEL's scalable Intelligent Supply Chain (ISC) platform greatly reduced the number of counterfeit and diverted products in the marketplace thanks to its industry-leading traceability solutions. What's more, the ISC's Verify Platform serialization software proved to be the perfect tool to launch a cartridge return program, enabling the company to reduce its carbon footprint and contribute to the global circular economy.

Additional benefits included increased customer satisfaction, based on customer feedback the brand receives through the ISC's mobile authentication application. With this application, users can authenticate products worldwide in real time, leading to increased confidence in the brand.

By implementing OPTEL's ISC solutions, the company has taken an industry leadership role in better protecting products from counterfeiting and diversion, driving improvements in customer satisfaction and financial performance, and contributing to the circular economy through the return and reuse of its ink cartridges.

BENEFITS

- Real-time, granular data collection
- Data empowerment
- Better supply chain visibility and performance
- Global product authentication
- Integrated customer loyalty program
- Increased revenue and brand protection
- Decreased product diversion
- Additional market insights
- Improved brand trust

The **Verify Platform software** is our **most powerful** brand protection tool, helping us **increase enforcement seizures** by **20%**, **theft recovery** by **30%** and revenue by as much as **10%**.

CONTACT US

To learn more about OPTEL's traceability solutions, contact us at **optelgroup.com/contact/.**