

# Combatting Counterfeiting & Diversion in Agrochemical Toll Manufacturing

## USE CASE

### CONTEXT

Agrochemical tollers often operate on behalf of brand owners, producing and packaging herbicides, pesticides, and fertilizers in small to mid-sized production runs. These high-value products are vulnerable to counterfeiting and unauthorized distribution, especially when shipped across regions or sold via complex distribution networks.

### THE CHALLENGE

Tollers must ensure:

- The authenticity of every product batch
- That each unit reaches its intended market without diversion
- Minimal impact on existing operations or infrastructure

### SOLUTION: VERIFYBRAND™ FLEX

**Plan 1 (Manual Packaging)** is ideal for tollers looking to start fast with minimal investment:

- Apply **pre-printed serialized labels** to agrochemical containers
- Use existing devices (phones/tablets) to **scan and associate** each unit
- Gain **real-time visibility** into packaging, shipment, and channel flow through customized dashboards
- Use web-based tools for **aggregation, reporting, and recall management**

Alternatively, **Plan 2 (Semi-Automatic)** offers more structure:

- Integrate LineMaster software into existing lines, acting as line manager
- Guide operators with scanning workflows for batch aggregation
- Detect and flag unusual distribution patterns indicating diversion risk



## HOW FLEX PROTECTS YOUR SUPPLY CHAIN

- |               |  |  |
|---------------|--|--|
| <b>STEP 1</b> | <b>Serialization</b>                     | Unique codes on each product<br><b>Label:</b> Pre-printed or system-generated codes        |
| <b>STEP 2</b> | <b>Packaging Workflow</b>                | Manual to automated aggregation<br><b>Label:</b> Choose the right plan (1–3) for your line |
| <b>STEP 3</b> | <b>Real-Time Scanning &amp; Tracking</b> | Mobile or line-integrated scans<br><b>Label:</b> Capture data at every key step            |
| <b>STEP 4</b> | <b>Distribution Visibility</b>           | Web-based monitoring & alerts<br><b>Label:</b> Spot anomalies & unauthorized routes        |
| <b>STEP 5</b> | <b>Authentication at End-Use</b>         | Partners/clients verify product origin<br><b>Label:</b> Build trust and prevent fraud      |

## RESULTS

- Counterfeiting prevention via unit-level authentication
- Market diversion detection through serialized tracking
- Rapid compliance with client traceability requirements
- No need for complex IT or automation infrastructure

## FACING SIMILAR TRUST CHALLENGES IN YOUR SUPPLY CHAIN?

Connect with our traceability experts to explore the solution, contact us [here](#).



## CONTACT US

To learn more about OPTEL's traceability solutions, contact us at [optelgroup.com/contact/](https://optelgroup.com/contact/).



## HAVE QUESTIONS?

Chat with us: [optelgroup.com](https://optelgroup.com)

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