

VerifyBrand™ FLEX

Affordable, Scalable Traceability
Without the Complexity

VerifyBrand FLEX is a flexible serialization and aggregation solution that delivers real-time traceability—without the tech burden.

Perfect for growing small and mid-sized manufacturers.



The Industry Challenge

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.

Tollers must ensure:



Authenticity of every product batch



Each unit reaches its intended market without diversion



Minimal impact on existing operations or infrastructure

How FLEX Protects Your Supply Chain

1

Serialization

Unique codes on each product

Label: Pre-printed or system-generated codes

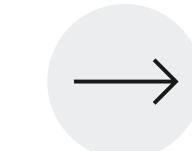


2

Packaging Workflow

Manual to automated aggregation

Label: Choose the right plan (1-3) for your line



3

Real-Time Scanning & Tracking

Mobile or line-integrated scans

Label: Capture data at every key step



5

Authentication at End-Use

Partners/clients verify product origin

Label: Build trust and prevent fraud



4

Distribution Visibility

Web-based monitoring & alerts

Label: Spot anomalies & unauthorized routes

Better Visibility for Better Protection



Stop Counterfeiting

Authenticate every product across the supply chain



Gain Channel Visibility

Monitor distribution in real time



Detect Diversion

Spot unauthorized distribution



Simplify Recalls

Track and Trace inventory & returns management



Build Brand Trust

Strengthen confidence with partners & consumers

Measurable Results, Proven Impact

- **Counterfeiting Prevention** via unit-level authentication
- **Market Diversion Detection** through serialized tracking
- **Rapid Compliance** with client traceability requirements
- **Infrastructure Friendly** - No complex IT overhauls needed



Your Path to Protection

LEVEL 1

Manual Packaging

Ideal for tollers looking to start fast with minimal investment

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

How it works

Operators manually scan and associate preprinted labels through the VerifyBrand™ app.

LEVEL 2

Semi-Automatic

Ideal for tollers with expanding lines needing structured workflows

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

How it works

Operators scan items; LineMaster manages aggregation and serialization.

LEVEL 3

Fully Automated

Ideal for high-volume tollers optimizing speed & accuracy

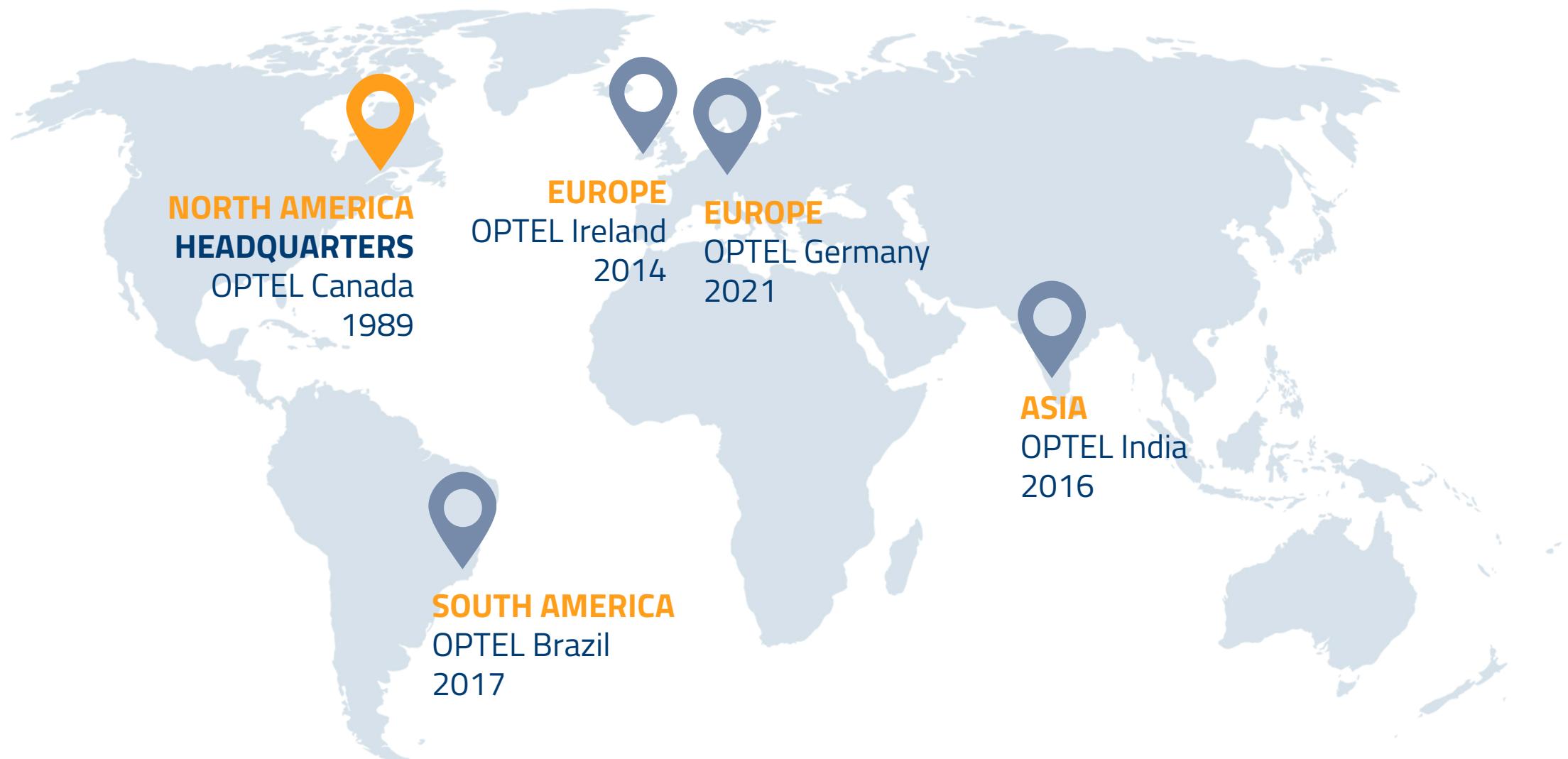
- Automate your packaging line with PLC integration and real-time data flow
- Inline scanning of child items
- Parent labels printed automatically after aggregation
- Minimal operator input

How it works

LineMaster receives automated data via PLC and triggers label printing.

Why Choose OPTEL

GLOBAL EXPERTISE, LOCAL SUPPORT



35+

YEARS OF EXPERTISE
in traceability and vision
systems



Presence in more than
30 COUNTRIES

6,000+

SYSTEMS INSTALLED
worldwide



24/7 international
TECH SUPPORT

Ready to Secure Your Supply Chain?

Connect with our traceability experts to get pricing and a personalized demo.

[Connect with us online](#)

