

Combating **Illegal Production** and **Eliminating Supply Chain Deficiencies**

CASE STUDY



Agriculture



Brand Protection



Product Serialization and Authentication

CUSTOMER PROFILE

This customer is one of the world's largest agrochemical manufacturers in terms of revenue. The company manufactures plastics as well as chemical and agricultural products for sale to other industries and enterprises. Its main agricultural products are fertilizers, insecticides, herbicides, fungicides and seeds.

CUSTOMER CHALLENGES

Counterfeiters are copying the company's bottle and drumming products, patents and brand names. Because counterfeit products can affect brand image and pose a danger to consumers exposed to such products, the company needs to implement a complete traceability platform in their Chinese plant. They also need to ensure compliance with various worldwide regulations on chemical products.

ISSUE/BACKGROUND

Illegal businesses manufacture fake, inferior-quality products using the corporation's brand label to sell these products through the regular supply chain. Once clients conduct tests, they realize the degree of purity is far lower than what they paid for.

Counterfeit products represent a significant threat to human health and the environment, jeopardize plant health and crop production, and pose an economic threat to international trade and the sustainability of the global food supply.

SPECIAL REQUIREMENTS

- Must not affect the packaging-line reliability
- Read QR Code for bottle-level and human-readable information
- Integration with existing labeler, case packer and robotic palletizer
- Full aggregation reporting
- Randomized serial numbers



The Solution: Multilevel Packaging Track&Trace

The company chose to implement a traceability platform to serialize and aggregate its bottles and drums. The integration of serialized bottle and drumming lines allows each item to be encoded with a unique EPC, while aggregation allows each item to be tracked through the supply chain. The lines are managed by OPTEL's plant-level Open SiteMaster (OSM) serialization software.

OSM is a stand-alone site server software program with a web-based user interface. Acting as a hub to exchange serialization data between various systems, OSM is designed to handle multiple roles.

RESULTS

The implementation of OPTEL's traceability solution has increased full visibility on operations and product flow up to the point of export. Products are now inspected, serialized, tracked, traced and authenticated.


The company now has proof of illegal production in other Chinese plants. This solution implementation helps the company protect their patent rights. Also, this implementation is part of the company-wide anti-counterfeiting initiatives and efforts to bring government attention to the issue of counterfeiting.

The integration of this Track&Trace platform helps the company to pursue available legal remedies to have unauthorized materials removed from the market and to have those responsible for that traffic penalized.

Product safety has increased because of minimized counterfeiting risk. The solution has increased logistics and supply-chain performance and similar solutions have now been integrated into other plants around the world.

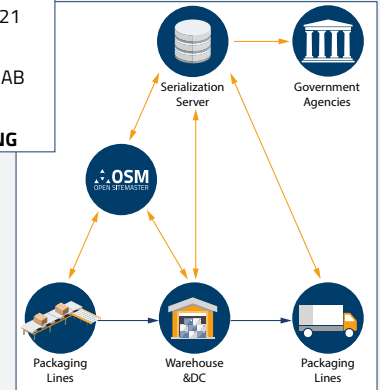
CONTACT US

For more information on our Fast Track solutions for serialization, visit www.optelgroup.com/fast.

MANUFACTURER NAME
 Address, City
 Website
 PRODUCT: Placebo 20 mg
 90 capsules 

GTIN: 12345678901234
 Bath No: 12AB12Ab12
 Manufacturing Date: 20161021
 Expiry Date: 20181020
 Serial No: 12AB12AB12AB12AB

DRUMMING



PROJECT OVERVIEW

