

Decreasing **Dental Product Counterfeiting** with **Digital Traceability**

CASE STUDY



CUSTOMER PROFILE

FORTUNE 100 CORPORATION

DENTAL PRODUCTS SUPPLIER

\$30 Billion Annual Revenue

88,000 Number of Employees

CUSTOMER CHALLENGES

A global supplier of more than 2,000 dental products and services invested heavily in developing an industry-leading premium product, only to experience widespread counterfeiting that jeopardized the health and safety of dental patients around the world.

Because the product was distributed globally, the brand experienced significant challenges stemming the tide of counterfeit products. After reviewing many security packaging options, the manufacturer deployed OPTEL's Verify Brand® Software, a comprehensive solution for secure serialization, digital product authentication and tracking capabilities.

REQUIREMENTS

- Serialize products with secure, unique identifiers (SUIDs)
- Integrate with ERP system
- Provide item-level tracking on a global scale
- Support multiple languages
- Enable product to be authenticated easily and securely



RESULTS

OPTEL's Verify Brand® Software has helped the brand drastically reduce the number of fake dental products worldwide.



The real-time alerts and custom reports notify investigators about duplicate code entries or invalid authentication activity in the supply chain.



Dentistry customers and supply chain partners can easily authenticate the company's dental products by browsing to a web page and confirming that the unique identifier assigned to a product matches the item that was received and scheduled for implant.

In addition, when dentists authenticate a product, they receive company discounts, which has boosted participation in the brand's loyalty program for dentists.

BENEFITS

- Serialize items to decrease branded counterfeit products worldwide
- Track and trace key information across the supply chain
- Leverage rich analytics and a complete audit trail to build brand confidence
- Increase participation in dentist loyalty program
- Increase product safety
- Improve revenue and brand protection

CONTACT US

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

Being able to **provide product authentication** has dramatically increased dentists' confidence in our brand and has helped our dentists **create a loyal clientele**.



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