

# 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 AND TRACE

The company chose to implement a traceability platform to serialize and aggregate its bottles and drums, enabling visibility on the product journey.

The integration of serialized bottle and drumming lines allows each item to be encoded with a unique identifier, while aggregation allows each item to be tracked through the supply chain. The lines are managed by OPTEL's plant-level serialization software, a stand-alone site server software program with a web-based user interface. Acting as a hub to exchange serialization data between various systems, the software 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.

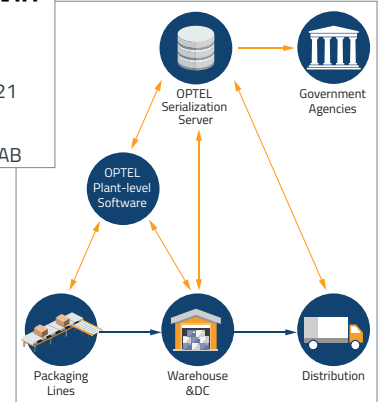
The integration of this Track&Trace platform helps the company to pursue available legal remedies to have unauthorized materials removed from the market and to have those responsible for that traffic penalized.

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.

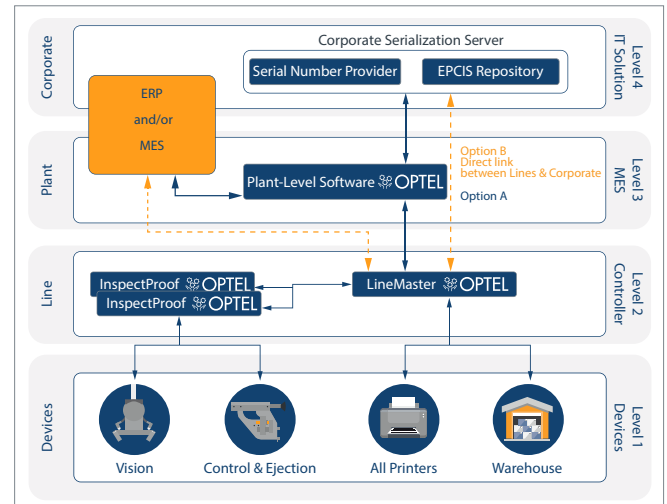
**MANUFACTURER NAME**  
 Address, City  
 Website  
**PRODUCT:**  
 Active ingredients: Pyrethrins 1.40%  
 Other ingredients: 98.60%



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



## PROJECT OVERVIEW



## WHAT IS SERIALIZATION?

Serialization is the process of assigning a unique identifier to each product. The process allows tracking and tracing of a product's journey through the supply chain.

## CONTACT US

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