

# TRACEABILITY SOLUTIONS TO PREVENT FOOD FRAUD



TURN YOUR FOOD AND BEVERAGE FRAUD PROBLEMS  
INTO A CUSTOMER-ENGAGEMENT TOOL



OPTEL's traceability solutions can guarantee the authenticity of your products, from raw materials up to your plant, or even up to the end user, as well as minimize diversion, counterfeiting and fraud.

Serialization is the answer to anti-counterfeiting, allowing Track&Trace, with a low cost per item, while also providing real-time responses without the need for special instruments or training. It also enables you to track the origin and history of your products and identify points of gray market diversion. Then, you can add value by turning your counterfeiting problem into a customer-engagement tool with Verify Brand's software capabilities.

*PwC estimates that food fraud is worth \$52 billion globally each year.*

“ FALSE CLAIMS, MISLABELING AND COUNTERFEITING ARE INCREASING EXPONENTIALLY! HOW CAN YOU PROVE THAT YOUR PRODUCT IS THE REAL DEAL? ”



## INDUSTRY FOOD AND BEVERAGE

### BENEFITS

- Revenue and brand protection
- Brand trust and recognition
- Raw material authentication
- Real-time supply chain visibility
- Efficiency and performance optimization
- Low cost per item
- Means to identify points of gray-market diversion
- Cutting-edge technologies
- Vendor-agnostic solutions
- Analytics: decision-making and optimizing tool
- Real-time product and consumer insights

### KEY FEATURES

- Geotracking technologies
- Powered by blockchain, artificial intelligence (AI) and IoT (Internet of Things)
- Customer-engagement tool options
- Valuable final user and market insights

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**GET READY TO MITIGATE FRAUD WHILE GAINING PRECIOUS CONSUMER AND MARKET DATA.**



ISSUES	SOLUTION COMPONENTS						
	TrackSafe: Serialization Solutions <sup>1</sup>	Aggregation Solutions <sup>2</sup>	Plant and Warehouse Solutions <sup>3</sup>	Verify Brand's Serialization Software <sup>4</sup>	GeoTraceability Solution <sup>5</sup>	OPTEL's Customized User App <sup>6</sup>	Investigator App <sup>7</sup>
<b>COUNTERFEITING</b>	x		Optional	x		Optional	
<b>UNAUTHORIZED PRODUCTION</b>	x			x		Optional	Optional
<b>GRAY MARKET DIVERSION/THEFT</b>	x	x	x	x		Optional	Optional
<b>FALSIFIED RAW MATERIALS, SUBSTITUTION &amp; DILUTION</b>	x				x		

- <sup>1</sup> **TrackSafe: Serialization Solutions:** Technologies providing a unique identifier (UID) at item level, allowing tracking of the product.
- <sup>2</sup> **Aggregation Solutions:** Technologies doing parent/child association using serialization at different packaging levels.
- <sup>3</sup> **Plant and Warehouse Solutions:** Plant serialization software managing UIDs, connected to the warehouse management software.
- <sup>4</sup> **Verify Brand's Serialization Software:** Cloud-based serialization software connecting your plant to the end user with a UID.
- <sup>5</sup> **GeoTraceability Solution:** Authentication and tracking of raw materials. The data collection is done with GPS mapping, GIS technology, mobile applications and barcoding systems.
- <sup>6</sup> **OPTEL's Customized User App:** Customized mobile app for the end user and/or internal user.
- <sup>7</sup> **Investigator App:** Mobile app for real-time authentication of brands.

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