

Packaging makes
it's marks



K+D

K+D Pharmasecurity

(Counterfeiting protection)

Facts

- > 10% of all pharmaceutical packaging worldwide is counterfeit.
- > counterfeiting causes an annual loss of CHF 60 bn to the pharmaceutical industry
- > the higher the margin the higher the probability (risk) of counterfeits
- > Rx and OTC products are counterfeit
- > health risk of the population
- > economic loss
- > loss of prestige
- > breach of patent

Solutions

First, second or third level solutions:
visible or invisible, special data elements (codes, RFID) can be validated with or without special tools worldwide by:

- > cold foiling
- > hot foil printing
- > special colours
- > thermoreactive inks
- > (UV) special two-process coating
- > hologram
- > various embossing and die cutting techniques
- > versatile adhesive techniques
- > first opening guarantee

Benefits

- > highly reduced danger of product counterfeiting for the pharmaceutical industry
- > inexpensive implementation, depending on the solution
- > individual packaging solutions with security elements

Prevent and avoid counterfeits of your products by acting proactive.

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