



# COUNTERFIGHT

Security in Numbers



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# MASS SERIALISATION

- *Uniquely identify...*

F3ER-JUBT-VBMX  
(Human Readable)



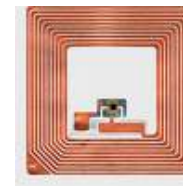
(Liner Barcode)



(2D Barcode)



(Proprietary Mark)

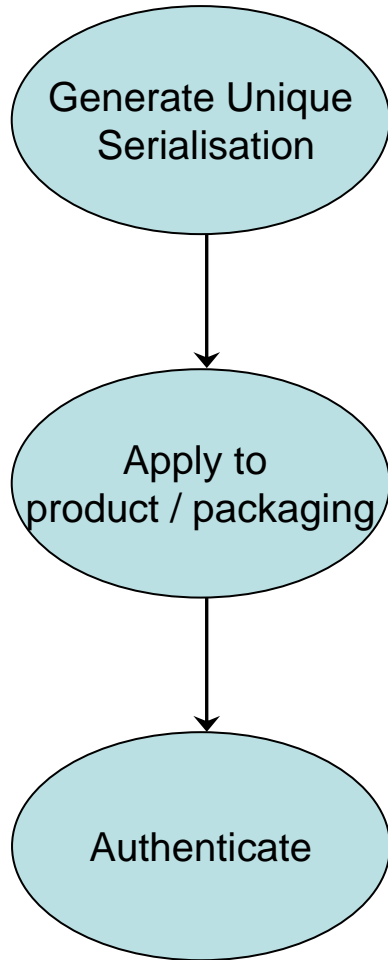


(RFID)

*“mass serialization is the single most powerful tool available”*

US Food & Drug Administration (2004)

# MASS SERIALISATION - OVERVIEW

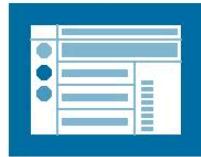
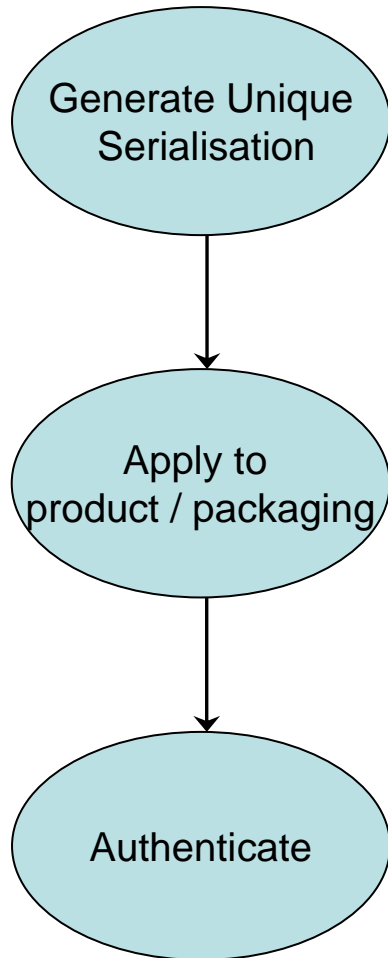


- *Generation*
  - *How many codes?*
  - *When/where should serial numbers they be generated?*

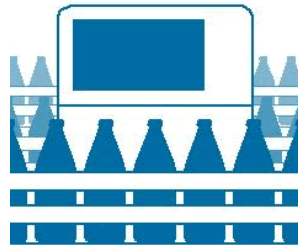
- *Application*
  - *How many factories?*
  - *How many countries?*
  - *New or special equipment?*

- *Authentication / Verification*
  - *Who?*
  - *Where?*
  - *When?*

# MASS SERIALISATION WITH COUNTERFIGHT



COUNTERFIGHT PRINTER  
CONTROLLER (CPC)



BATCH CODE PRINTER



Mobile  
Phone

- *Generate codes in real time*
  - *Ensure codes cannot be stolen*
  - *Avoid logistics of offline printing and materials management*

- *Use existing equipment*
  - *Avoid cost of new equipment*
  - *Avoid complex new processes*

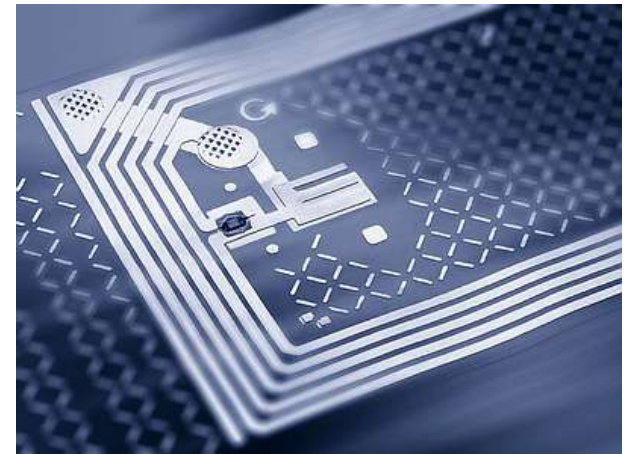
- *Maximise authentication*
  - *Simple human readable text*
  - *Anyone, anywhere, anytime can authenticate*

## IS RFID THE ANSWER?

- *In 2004, RFID was thought to hold the key*
- *In 2007, the pharmaceutical industry is still barely employing the technology*
  - *High cost*
  - *Logistical difficulties*
  - *Lack of global standards*
  - *Invasion of rights consumer fears*
  - ***ALL OF THE ABOVE?***

### *Lessons to be learnt?*

- *Keep it simple*
  - *avoid the dependence on new global infrastructure*
- *Easy to adopt and scalable with appropriate investment*
- *Easy to verify without specialist equipment or training*



## WHICH TECHNOLOGY IS RIGHT?



- *Proven Technology*
  - *Standardised 1970's*
  - *Globally adopted in 1980's*
- *Yet still has human readable code*

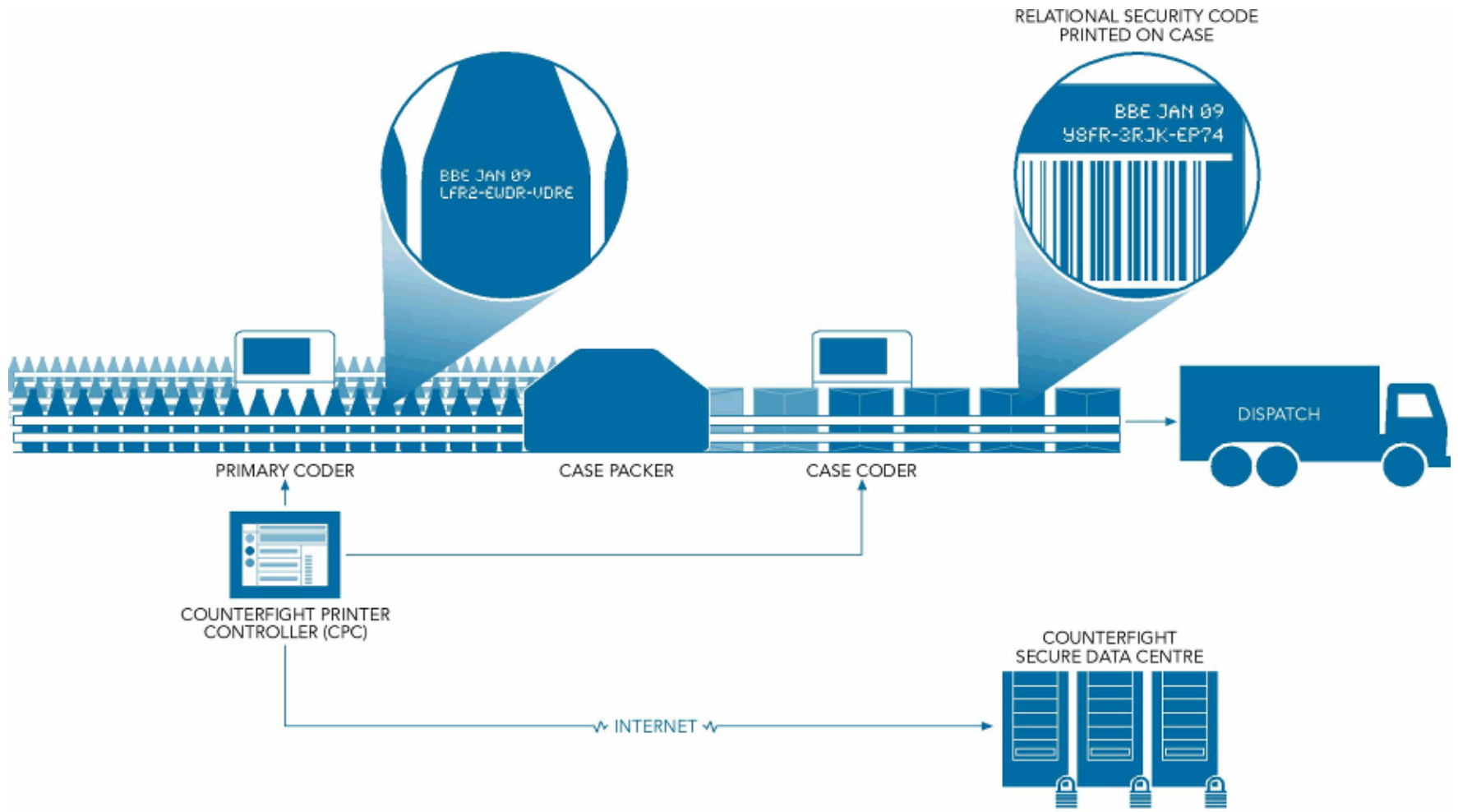
- *The continued need for human readable mass serialization is inevitable.*
- *Only augment this with the appropriate technology where there is clear justification.*

# MULTI-LAYERED SECURITY

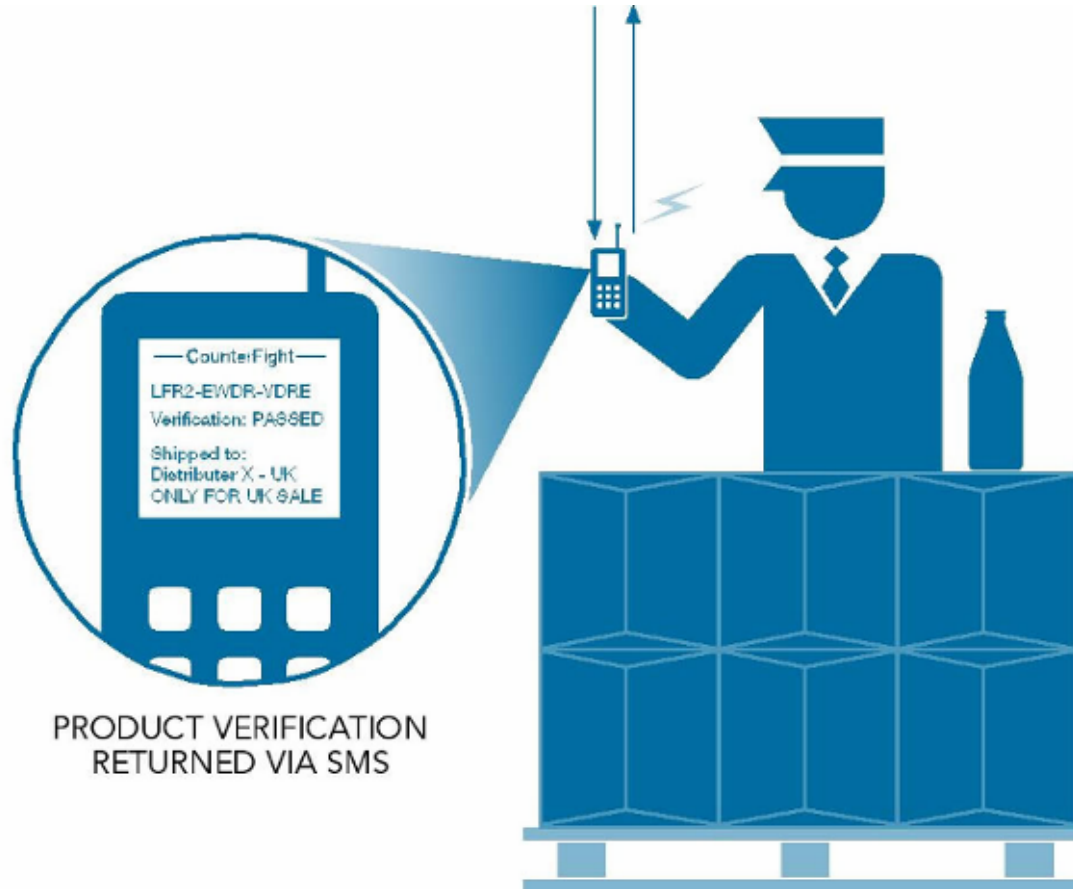


- *Apply random, encrypted security codes to each item, case, pallet*
- *Ensure practical relationship between layers of packaging making volume counterfeiting unviable*
- *Maximise verification, minimise opportunity for counterfeiters*
- *Upon authentication, ask for further batch specific brand protection technologies*

# PRODUCTION FLOOR



# VERIFICATION



## RECOMMENDATIONS

- **Generate security solution in real time, at last possible time**
  - *Minimise the risk of the solution being stolen/compromised*
  - *Ensure simplicity of implementation*
- **Utilise existing production line equipment**
  - *Minimise required investment by pharmaceutical companies*
  - *Ensure simple, turnkey implementation. Minimise operational change.*
- **Enable verification without ANY specialist equipment**
  - *Maximise verification*
  - *Minimise opportunity for counterfeiter*
  - *Practical, scalable and an appropriate return on investment*