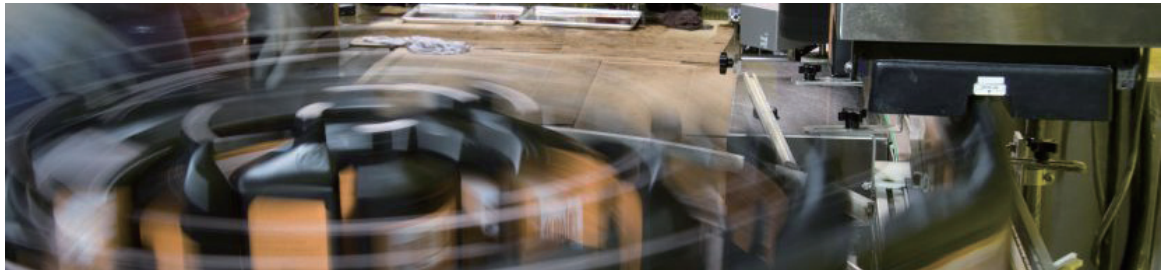




Anti-counterfeiting with unique barcodes identification

- Easy to apply, low cost, electronic pedigree, effective



The machinery manufacturer is the largest diesel engines and medium to small-sized construction machinery supplier in China, having the annual production amounting to 700,000 units and 10,000 units of diesel engines and medium to small sized construction machinery respectively for global market.

The company found that the current authentication by using hologram labels and covert physical security features are not effective enough to curtail counterfeiting activities that rampage in the market, as counterfeiters are quick to adapt the new security features by high-end operations. As a result, new products become less attractive and competitive. Most importantly, the fakes have thwarted the confidence of customers as well as distributors in the brand.

The Solution

This project used barcodes as the unique authentication identifier and featured the secure system for authentication management. A platform that allows inspection teams, distributors and end-users to verify the authenticity of the products through Internet and GPRS are also the focuses.

Authentication

The unique identifier (unique number in barcode) associated with product information such as supplier, production date, product line and even materials and handlers) is being tacked on each item by the Print & Apply, the automatic labeling system, and data are immediately captured by the fixed scanner. This unique identity provides a trusted proof for customers

and distributors alike to differentiate the real products from the cluttered and fake market. Quality problems can be also easily traced back down to the batch of parts and assembly lines through this identifier that is unique to each item.

Compliance and Process Management

To cope with the counterfeiting problems, in the past the company has put enormous efforts on product authentication by sending out inspection teams to perform spot check at the distribution channels. They use their raw eyes and experience to inspect the products, recording down information and locations with pen and paper. The new system has vested on the inspection teams a full mobility. The teams can simply verify and validate the records taken by their mobile handhelds with the database in the host and take immediate actions whenever there are irregularities. The web-based inquiry system certainly takes the customer services into the next level that greatly enhance customer confidence with the products.

Results:

- Effectively deter counterfeits and parallel imports.
- Quality problems can be traced back
- Reduce manpower and paperwork
- Better process control
- Provide electronic pedigree
- Improve customers and distributors satisfactions.