

Newsletter

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Headlines

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AlpVision strengthens its presence in the pharmaceutical industry at Pharmapack 2011.

AlpVision increases its presence in North America.

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Two more pharma manufacturers rely on AlpVision anti-counterfeiting solutions.

Following Debiopharm's decision to rely on AlpVision anti-counterfeiting solutions to protect their products against counterfeits, which was reported in our Jan 17th 2011 newsletter, two other main pharmaceutical producers of branded medicines have signed licenses for roll-out of AlpVision's covert digital solutions for product authentication. The worldwide deployment will take place in the course of 2011.

This confirms AlpVision as a leading provider of the pharmaceutical industry, helping branded product manufacturers to combat counterfeiting and to uncover market diversion and other frauds.



AlpVision strengthens its presence in the pharmaceutical industry at Pharmapack 2011.



AlpVision's President, Dr. Martin Kutter, presented a conference on Feb. 24 entitled "*Managing a worldwide anti-counterfeiting program using an Internet Web application*" in front of about 200 delegates. The now well mature covert digital security features patented by AlpVision applied to packaging and to various molded plastic containers or closures are convincing more and more companies worldwide. Delegates from Japan, India, South America, USA and Europe visited AlpVision's booth (photo) to see a live demonstration of the Internet Web application presented during the conference. The Web application is used to both manage the various security features attached to specific SKUs and to carry out instant automated genuine-or-fake verification using a regular office flatbed scanner.

AlpVision increases its presence in North America, exhibiting at Interphex 2011, New York, March 29-31, 2011 and speaking at the 3rd Pharma Packaging and Labeling USA 2011, April 12 - 13 in Washington D.C.

AlpVision (booth 1939 at Interphex and table top exhibit in Washington) will present its complete range of covert product authentication solutions applicable to various packaging components as well as dose items.

At Interphex in New York, a hostess will circulate in the exhibition's lobby carrying a STOP sign (see picture) to alert the numerous visitors that covert security solutions compliant with FDA regulations are readily available to combat smuggling and counterfeiting and to uncover market diversion.

AlpVision's presence at other events in the US market will be announced later this year.



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