



**FOR IMMEDIATE RELEASE**

**AlpVision SA and Serolab SA join forces to fight pharmaceutical counterfeiting**

**Vevey, Switzerland – June 2<sup>nd</sup> 2005** – AlpVision SA and Serolab SA today announced they are jointly launching a new program in order to fight against counterfeiting of pharmaceutical products.

After one year of successful technical collaboration, the first products from Serolab 's Serocytol® range use AlpVision's unique Cryptoglyph technology, enabling the protection of secondary packaging against counterfeiting.

AlpVision, experts in the field of digital security printing and data security, has developed the Cryptoglyph technology, a covert digital security feature that can be printed with standard printing equipment and seamlessly integrated into the packaging process. Today, millions of products are protected with Cryptoglyph technology throughout the world.

Serolab SA produces and distributes Sérocytol® medicines which are a new range of biological pharmaceutical products specific to a particular tissue or organ.

Serolab provides the distribution and prescribed manufacture of homeopathic medicines for Laboratoires BOIRON® in Switzerland.

“ Protecting our patients 's health is a major target for Serolab and with the increasing thread of pharmaceutical counterfeiting in certain countries, the protection of our products became a priority concern. The solutions proposed by AlpVision are very efficient and incredibly easy to integrate in our production flow” said Dr. Michel Mpandi, Chief Scientist Officer at Serolab.

“ We are truly delighted to work with Serolab SA and partner with such an innovative company and we endeavour as a firm to be responsive to our client's security needs “ said Dr. Martin Kutter, AlpVision SA, President.

**About AlpVision**

Headquartered in Vevey, Switzerland, AlpVision SA focuses on digital imaging technology applied to fighting counterfeiting. In 2004, the company obtained the



prestigious “European Seal of Excellence”. Clients of AlpVision include companies from the top 100 enterprises worldwide. Cryptoglyph already protects millions of products and documents for these companies and others all over the world.

In addition, AlpVision Consulting Services division serves packaging producers, security printers, document issuers and brand owners with expertise ranging from security printing to IT system integration and R&D contracts.

### **About Serolab SA**

Serolab SA is a pharmaceutical laboratory in the French-speaking area of Switzerland. It was founded in 1958 and specialises in the development, manufacture and sale of biological pharmaceutical products.

Thanks to its modern facilities, which comply with Good Manufacturing Practice (GMP) standards, Serolab guarantees quality, reliability and safety standards for the manufacture and Quality Control of homeopathic medicines. In the area of customised service, Serolab puts to good use its long experience in the pharmaceutical production and produces medicines for third parties, thanks to its production facilities and special Quality Control facilities.

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