

Pharmaceutical Security Solutions

Safeguard Your Brand

With growth of customization and consumer convenience, more drugs are shipped directly to the end users. That creates additional challenges for tracking the drugs before they get to the end user. Drug counterfeiting is a growing problem both for pharmaceutical manufacturers and the patients they serve. When counterfeiting happens, manufacturers of these drugs experience damage to their brand image, sales and revenue.

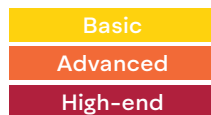
Brand Protection Solutions

Pharmaceutical packagers and manufacturers must ensure that their products are secure and can be authenticated in all phases of the value chain, and thus determine whether packaging has been tampered with.

Tamper-evident labeling solutions leave visible evidence behind in the event of unauthorized access, alteration or replacement of the product.

Anti-counterfeiting labeling solutions have hard-to-copy features, they're also integrated with labels to enable authorities and/or consumers to tell between an authentic product and a counterfeit on

The Avery Dennison Security labeling solutions can be created at three different levels of security:



Basic security features are provided for products containing security threads, holograms and other off the shelf solutions. For a more advanced level of protection, additional features can be added **and** customized.

High-end solutions offer companies the greatest level of protection. Label designers can incorporate unique components and customized security features into a label to identify and track products.



Product Information

Secure your future with Avery Dennison today

Our experienced sales and technical team will work closely with you to determine the specific needs of your pharmaceutical products. Profiling your exact requirements allows us to implement optimum security solutions that are intended to ensure your brand's compliance with applicable regulatory standards while aggressively counteracting drug counterfeiting and tampering.

- Approximately 50% of all drugs sold online are from non-approved FDA sources.²
- Pharmaceutical counterfeiting cases have risen 800% in recent years¹

Applications

- Medical Devices
- Pharmaceuticals
- Tax Stamps
- Consumer Electronics
- Food and Beverage

Spec#	Product Description	Width/Length (In./Ft.)	Location	Lead Time
Tamper-Evident				
19348	Fasson® Tamper-Resistant Litho/S814/40#SCK	EXACT™/5000	PVL	Next Day
Frangible Film				
60097	Fasson® 2 Mil Clear Acetate/S730/50#SCK ABC	52/1668	PVL	Next Day
77614	Fasson® MAT WH SYN TE/S692N/1.5 Mil PET	20800	PVL	20 Days
Void				
78194	Fasson® 2 Mil White Void Polyester TC/S8015W/50#SCK	EXACT™/1668	NEE	Next Day
78195	Fasson® 2 Mil Silver Void Polyester TC/S8015/50#SCK	EXACT™/1668	NEE	Next Day
78196	Fasson® 2 Mil Matte Chrome Void Polyester TC/S8015/50#SCK	54/1000	PVL	4 Days
Sharp Tear				
77964	Fasson® 3 Mil Clear MDO/S692N/1.2 Mil PET	EXACT™/10000	QTN	Next Day
77980	Fasson® 3 Mil White MDO/S692N/1.2 Mil PET	EXACT™/10000	NEE, QTN	Next Day
Fiber Tear				
B3585	Fasson® 2 Mil Clear BOPP TC/S717P/40#BG	60/4167	PVL	5 days

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10/2020

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