SECURE TRACE
CASE STUDY VIDEO

for more information:
www.securetrace.org

script development document

AXIS CREATIVE COMMUNICATION LIMITED

Video: Opening Sequence

- The video opens with a short montage of live action on the pharma. packing line cut to music which reflects the environment of a high-tech, high speed packing line.

- This sequence to include data/screen shots and close views of the codes as they are applied and checked on the line.

- Sequence to end on "**SECURE TRACE**" logo as depicted above right.

Video: Opening Sequence

- Voice Over:

    – Counterfeiting & product diversion is a growing problem in the pharmaceutical industry today, a problem that has received global attention and has not been without response.

    – Various pilots and trials have already achieved mass serialisation of pharma products and successfully traced product throughout the supply chain. The experiences so far have uncovered issues with coding at existing manufacturer line speeds and have demonstrated that the implementation of equipment and software can increase unit costs significantly.

    – Also, the response in terms of legislation and solutions has been fragmented and often has not addressed the key issue …

      – that traceability is **NOT** authentication.

      **Whilst there is a need to code,
      the code itself does not provide integrity.**

Video: Main Body

- Visuals:

  Action shots as relevant…

- Voice Over:

  – For this reason a group of partners in the UK established
    the **SECURE TRACE** pilot
    (pause) – (which was) part funded by the Technology Strategy Board

  – It is unique in that in combines serialisation and authentication
    technologies and allows products to be checked independently
    throughout the supply chain, and most crucially in the pharmacy.

  – Aligned with **EFPIA** requirements, this approach recognises the
    necessity of the code itself whist removing opportunities
    for the code to provide a weakness.

Video: Main Body

- Voice Over:

    – Using a real high speed packing line at the **Reckitt & Benckiser** facilities in Hull, fully integrated into the production process by **AND AUTOMATION,** the **SECURE TRACE** packs were marked with a unique 2D data matrix code and aggregated into coded bundles, cartons and pallets onto which a combination of 2D barcodes and RFID labels were applied.

    – The code is based on **GS1** standards and consists of a random serialised GTIN (Global Trade Item Number) as well as an expiry date and lot number. It is designed to take into account the varying coding systems across Europe.

Video: Main Body

- Voice Over:

    – This code has the additional security of being printed using **AUTHENTIX** forensic signature inks, applied using the **DOMINO** high speed ink-jet printer. The unique nature **of AUTHENTIX security inks** allows the ink to be verified with a simple hand-held reader, providing instant verification that the code was definitely applied at the manufacturing source and has not been cloned or mimicked (reproduced in any way).

    – Aggregation of the individual codes was supported at case and pallet level by the RFID technology provided by **GIS**.

SECURE TRACE™

- Voice Over:

    – Uniquely, each pack was also recorded and identified using **INGENIA *laser surface authentication*** technology.

    – Whereas most authentication techniques rely on a process that is *difficult* to reproduce (such as watermarks or holograms),
    they are not *impossible* to produce.

    – The **INGENIA**, proprietary and patented Laser Surface Authentication system or **LSA™** rapidly analyses the surface of any item and uses the information to create a unique digital serial code.

    – This code, like a fingerprint or DNA sequence, is unique for every item that is analysed and can be used to unambiguously identify it in the supply chain using a portable version of the LSA scanner.

    – This serial code is not added by any manufacturing or packaging process as it effectively occurs naturally.

Video: Main Body

- Voice Over:

  - Advanced work by **Loughborough University** and **IMSOL** has enabled the high speed, simultaneous reading of multiple barcodes through cellophane at high speeds - in a production environment.

  - The **IMSOL** scanners checked and recorded all the barcodes and uploaded them to the local database configured by **Pera**. This records supply chain movement and allows web based enquiry using **CAMDATA** hand held scanners in the wholesale or dispensing environments.

  - The use of RFID enables high speed reading of multiple codes during the despatch, warehousing and wholesale phases of the supply chain whereas the combination of the serial code and **AUTHENTIX** security ink technology provides guaranteed authentication of individual packs at any point, most importantly at the point of dispense.

  - ~ alt: most importantly in the Pharmacy

  - ~ alt: most importantly in the Dispensing Outlet

Interviews:

- Visuals: *Interviewees to camera with relevant cutaways*

- Interview Section:

  - **Reckitt & Benckiser** representative explains
    - Why this pilot is relevant and necessary?
    - What is different about SECURE TRACE to the other pilots?
    - Why R&B feel I is important to make these developments?
    - Refer to the use of a system which does not slow the production time or require expensive additional equipment

  - **AUTHENTIX** representative explains
    - What differs about the authentication technology which has been used?
    - How laser surface authentication provides surety of product?
    - How the readers maintain efficiency of checks throughout the supply chain?

  - **Other** partners comments ??

Closing Sequence

- Visuals:

    Logos of partners in the form of closing credits
    combined with inset shot of the relevant equipment and technologies

- Voice Over:

    – **SECURE TRACE** is the first ***true*** product authentication and serialisation project which goes beyond track and trace by using Laser Surface Authentication in combination with 2D barcodes printed using forensic signature inks and the application of RFID labels to provide aggregated data and complete security at carton and pallet level.

    – The authentication of product via serial codes and covert technology at multiple points in the supply chain ensures total integrity of the data and the product from the point of packing to the point of sale or dispense.

    – **SECURE TRACE:** ***the proof is in the product.***

    – ***Authentication Serialisation for the Real World.***

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estimated running time: 8.10