



Effective Ways
for Pharma Industry to
Safeguard the Medicines
in Real Time



The pharma industry manufacturer have to ensure that their products are genuine and original. For originality, protection is very important to avoid counterfeit. Counterfeit medicines have affected the pharma industry badly.

Almost all the countries around the world are facing problem of counterfeit drugs. Government is doing all what it can do to prevent such malpractices but the number of counterfeit drugs available in market is countless. They are openly sold online by the fraud manufacturers. And this has become a major concern for pharmaceutical industry. So, it's necessary to safeguard the medicines from any sort of delicacies.

Manufacturers are trying best to protect the products from being duplicate. For this, they have started working on making the product's packaging completely unique. They provide specific batch number, patent and many other ways, to ensure originality of the product.





**As Lasersec Technologies,
We thought to share 3 best ways
pharma industry manufacturers
can adopt
to ensure that medicines are protected.**

01



Security Ink

This type of ink is specifically used in laboratories for labeling of certain entities. Usually there are two types of inks i.e Indigo and UV. These ink droplets are printed on the aluminum foils and these inks even change color with temperature and the action may be reversible, which reappears or may disappear if there is a single color cycle. The basic colors may include blue, orange, red, green, yellow and black and the temperature ranges from -25°C to 60°C .

But the normal temperature usually remains between 15°C , 31°C and 47°C . Now, depending on the temperature the color changes and thus the product remains secured with the exclusive security ink. When rubbed with a coin the color change happens making the users feel confident.

Security back print is also another useful option, which is more popular known as 'security prescription'. Ink jet technology provides perfect security solution to the pharmaceutical products.

Holograms with security inks cannot be counterfeited easily by anyone.

This is the only reason, manufacturers of pharma industry should start using such high tech holograms to maintain originality of their drugs. Holograms with security inks such as Fluorescent Ink, UV Ink, Indigo Ink, etc are widely used by pharmaceutical manufacturers nowadays.



02

Fractal Geometric Dilution Method

This is another scientific method for pharmacies in which the company's name get imprinted on the aluminum foil. But printing unites started doing some fraudulent practices to duplicate products.

To overcome, manufacturers should adopt Geometric Dilution Method. It ensures that the medicine is an original one and thus the pharmacies can stay away from the duplicates ones coming in the market.

Fractal geometry also helps in accessing the surface roughness in the right way and it comes out with the models expanded to irregular surfaces. So, a fractal analysis is important which even uses the advanced technologies helping the pharmacies to carry out a proper research and analysis.



03

Holographic Blister Foil

Holographic Blister Foil comes out in various sizes and one needs to choose according to the size of medicines they produce. The foils get an in-built holographic effect, which helps in carrying out a convenient packaging.

Holography is a method used for dispersion of light that can be recorded and can be reconstructed in later times. In this way, the object comes out in the same position in accordance to the recording medium. This gives a 3D image of the object giving an effect that the object is still present.

Medicines, which are intended for blister packaging usually uses holographic blister foil and the medicines are created with a holographic and laser printing process. There is no chance of tampering in such packaging. Therefore, Holographic Blister Foil can serve as the best security solution for pharmaceutical products.





Most of the countries have already adopted the Use of Holographic Blister Foil as packaging. Manufacturers are always looking for **anti-counterfeit solutions**, focusing on making their product easily differentiated from the counterfeited ones.

Security Inks and Geometric Dilution Method is little complicated way as compared with Holographic Blister Foil Method because it is hard to be counterfeit, can use customized images and is consistent.

Are you using any of these ways?

If not, this information would have aware you about the solutions to fight against counterfeit. Start using one of the ways to protect the pharmaceutical products. So that, no one can duplicate . Therefore, Neither you nor your customers will be troubled by counterfeit issues in the market.

Are you ready to fight against counterfeit?



COUNTERFEIT

About Lasersec Technologies

Lasersec Technologies is the leading manufacturer of holograms being used as an anti-counterfeiting device. We ensure a high-level secrecy and quality at each and every step right from production to delivery of products. We enjoy a wide network of branch offices in all the metro & major cities in India. We are also having business alliances outside the country in Srilanka, Malaysia, Nepal, Europe & UK.

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