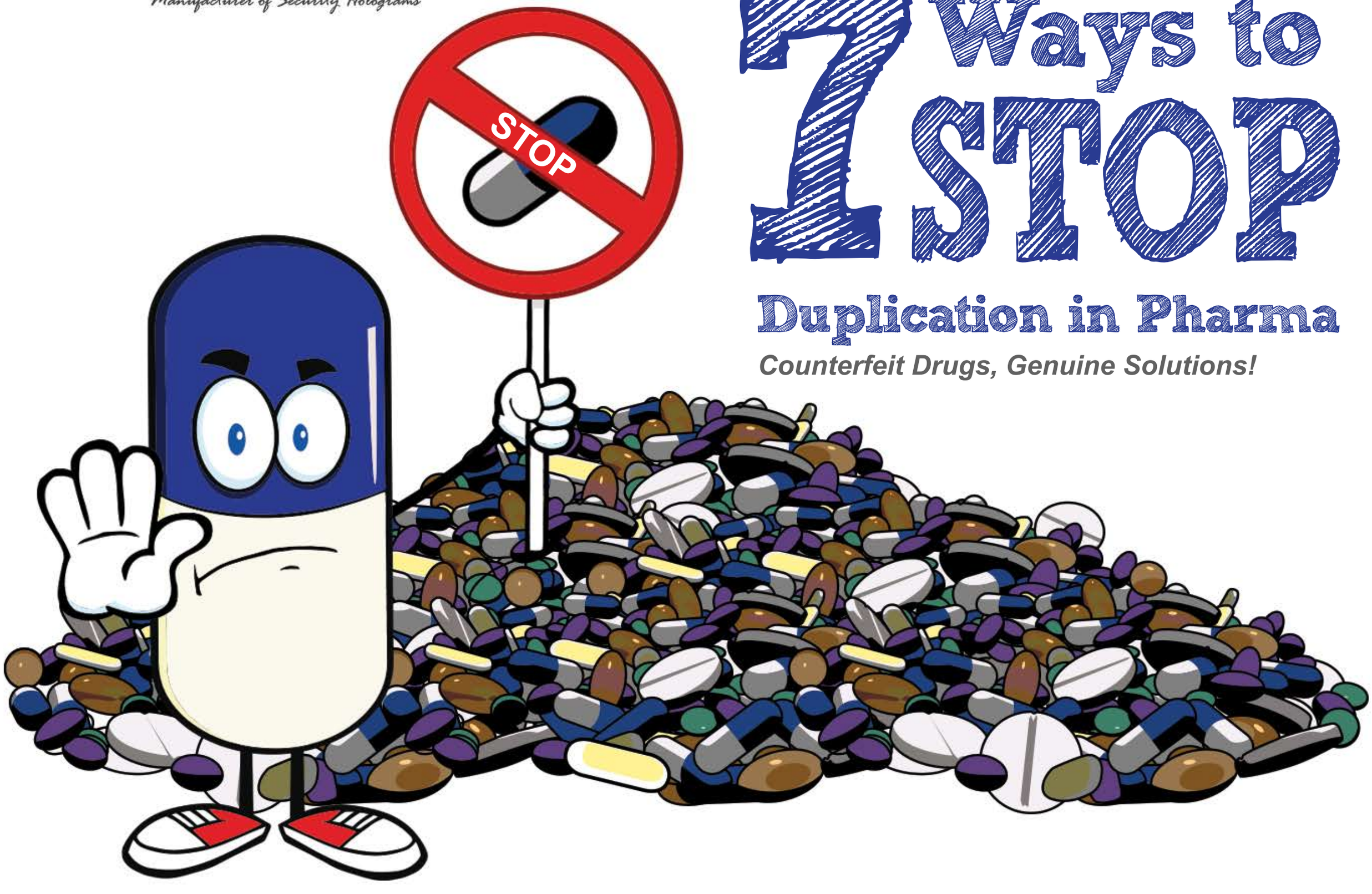
LASERSEC TECHNOLOGIES

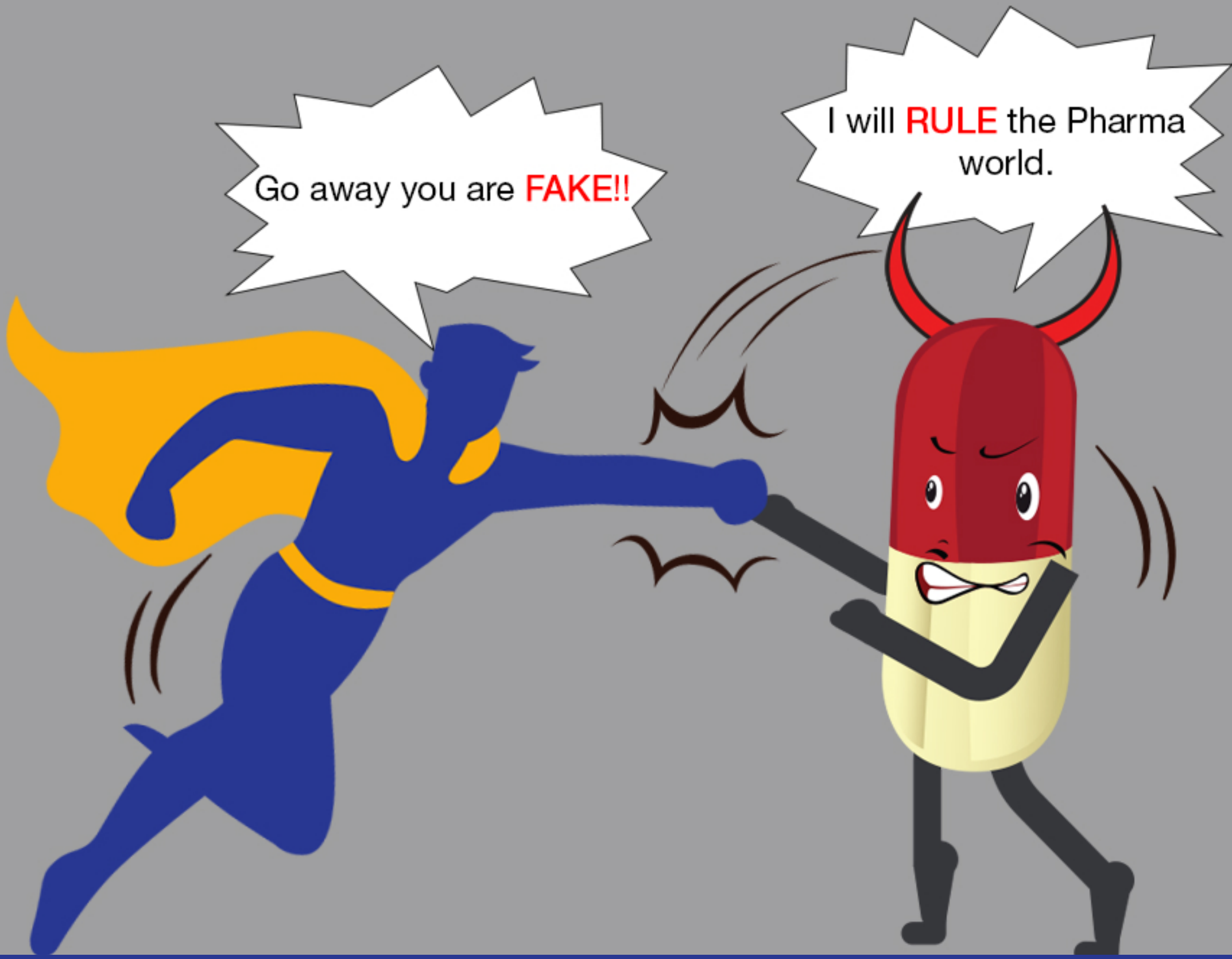
Manufacturer of Security Holograms

7 Ways to STOP

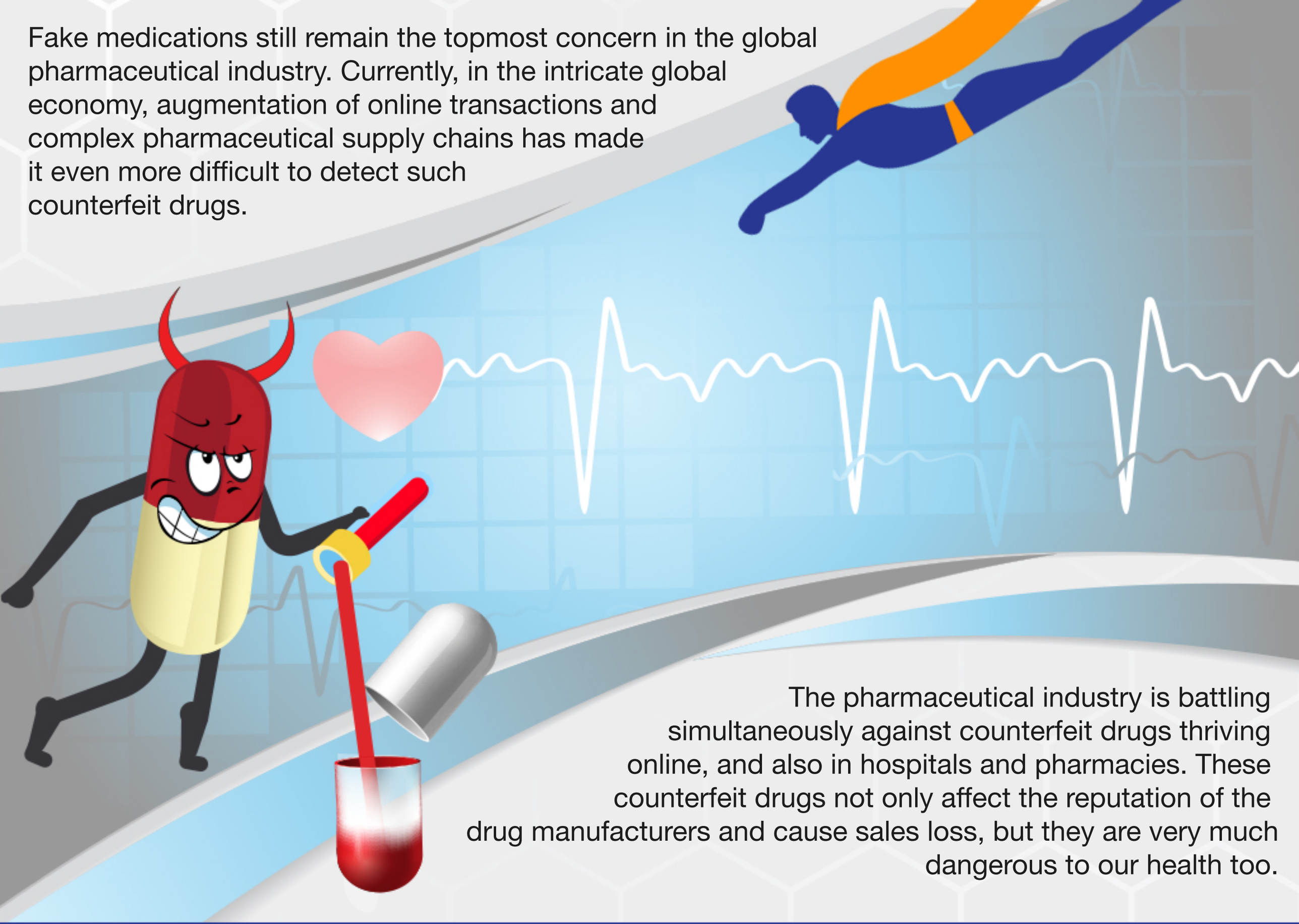
Duplication in Pharma

Counterfeit Drugs, Genuine Solutions!




Go away you are FAKE!!
I will RULE the Pharma world.

Fake medications still remain the topmost concern in the global pharmaceutical industry. Currently, in the intricate global economy, augmentation of online transactions and complex pharmaceutical supply chains has made it even more difficult to detect such counterfeit drugs.



The pharmaceutical industry is battling simultaneously against counterfeit drugs thriving online, and also in hospitals and pharmacies. These counterfeit drugs not only affect the reputation of the drug manufacturers and cause sales loss, but they are very much dangerous to our health too.

Although, the magnitude of Bangladesh's counterfeit drugs industry is still unknown, but what is definite is that the situation needs immediate intervention and proper resources to stop such practices.

The Imitation Spoon Is Full

Presently, Around **700 Drug Manufacturing** Companies exist in Bangladesh.
(Source: http://bit.ly/2lJyiJV)

The industry is steadfast to control the problem of law enforcement; international organizations,pharmaceutical executives, and policy makers are employing anumber of strong and effective strategies that are decreasing and curbing the extent of counterfeit drugs that move into users' homes.

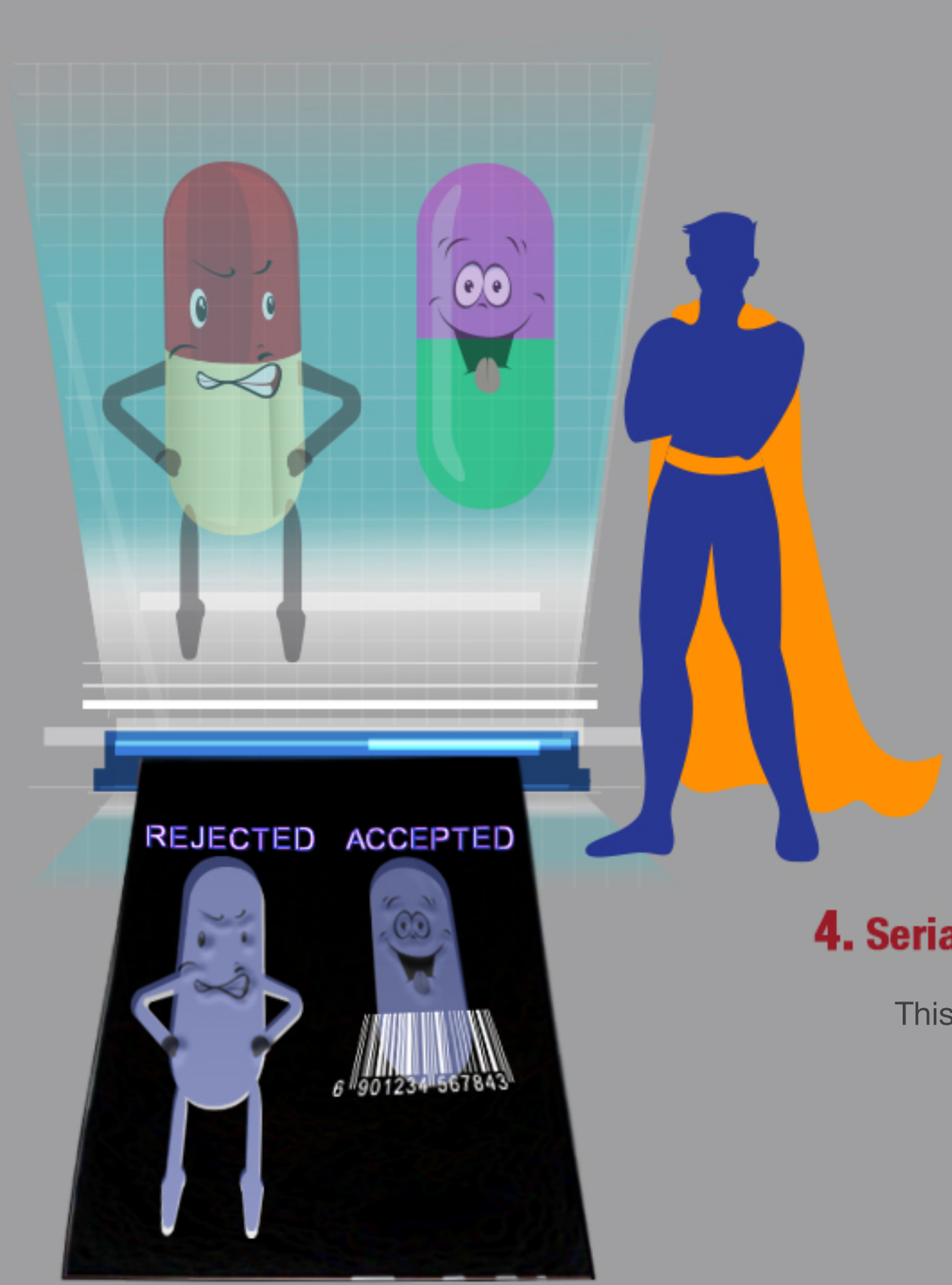
THE FOLLOWING ANTI-COUNTERFEIT STRATEGIES ARE QUITE PREVALENT THESE DAYS

1. Holographic Blister Foil

It is especially designed items that use blister packaging. Hologram manufacturers create the strips using the holographic and laser printing process which is later on stuck to the blister packaging. As the hologram manufacturers automated the entire process the chances of tampering by counterfeits are minimized. This is the exact reason for employing holographic blister foil for packaging goods and that is to ensure their safety and to avoid tampering.

2. Tamper-Resistant Packing

The drug packaging is having a barrier for the entry or there is an indicator; which, if ruptured or absent, would offer audible or visible evidence to customers that tampering or meddling has occurred. For example, shrinkable bands and seals, breakable caps, film wrappers, blister packs, tape seals, etc.



3. Global Trade Item Number (GTIN)

In this method, a 14/13/12/8 numerically unique identification code is allocated by the manufacturer according to the GS1 allocation rules for products, or services, or trade items. It is created from a prefix from the name of the company allotted by GS1, a check digit, and an item reference number entitled by the company.

4. Serialized Global Trade Item Number (sGTIN)

This process includes creating a unique identification number to classify a specific product, by affixing a serial number to the GTIN of the item.

5. Pedigree

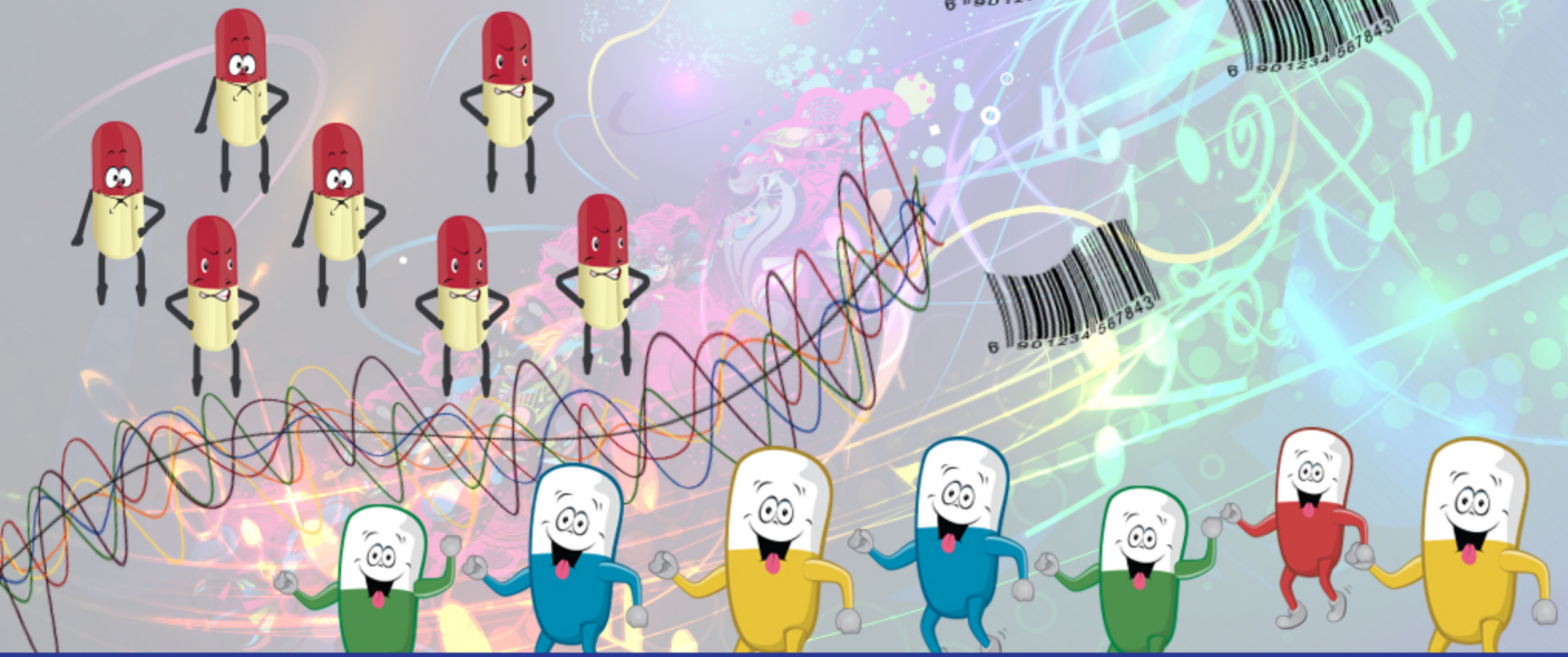
This is a kind of track and trace technology. It is an electronic file or a paper document that archives the particulars of circulation of a prescription drug from the manufacturer via wholesale dealings, till it is received by the distributor, which is generally a physician or a pharmacist. The individual receiving a pedigree together with the drug consignment must validate that every documented distribution took place and that the information related to the drug specification like manufacturing date and lot number is accurate. This system is intended to ascertain that prescription drugs cannot be side-tracked or substituted easily with counterfeit drugs.

6. Mass Serialization

This comprises the procedures of producing, coding, and authenticating the unique identity of individual drugs. Without this, the legitimacy and authenticity of the pedigree links only to the lot number comprising thousands of bottles. When serialization is united with track and trace method, it assists in the tracking of drugs through the supply chain and permits for planned identification of drugs for withdrawal.

7. Data Carriers

These are graphical structures used to communicate the drug identifiers and related information in system and/or human decipherable format. A tag, label, or mark, applied at the production base depicts them. Computer decipherable formats comprise two dimensional (2D), linear barcodes and radio frequency identifier (RFID) tags.



WHO assesses that almost 10% of all drugs are counterfeit.

Drug counterfeiting is a vital problem addressed by a number of countries. And the unfortunate truth is that counterfeiting drugs are hard to eradicate, and the popularity of the e-commerce and internet too are posing new challenges and threats to the drug manufacturers and governing authorities.

Although the figures will differ, WHO assesses that almost 10% of all drugs are counterfeit. But the good news is that the whole industry continues to work collaboratively and make prodigious progressions in restricting the problem.

Profounder partnerships, augmented co-operation, and more sharing of resource will assist in keeping the patients safe and the fakers behind the bars. The implementation of new technologies and new initiatives will defend the supply chain to avoid counterfeits.

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 Bangladesh, Srilanka, Malaysia, Nepal, Europe & UK.

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