



Introduction to SecureTrace

December 2008



Best Practice in Serialisation
and
Serialisation Authentication

- Best Practice in Serialisation
- Serialisation Authentication

To ensure

- Rapid & Accurate provenance confirmation for pharmaceutical products

Why is SecureTrace Needed



- Regional initiatives requiring pharmaceutical product to be serialised has exposed a lack of experience relevant to high speed coding in the healthcare sector.
- The 'dash' to serialise has provided a false sense of security. Barcodes can still copied or cloned and product authentication is still a critical factor which must be incorporated to fully protect the patient from counterfeit product.
- The need to print a barcode on each pack, however, provides an excellent vehicle for authentication technologies.
- Fully functional pilot projects are still very scarce. The alignment of SecureTrace with EFPIA requirements will provide valuable feedback and experience.
- Independently authenticating product in the field will demonstrate the viability of the system without the need to deploy new equipment at pharmacies.

What make SecureTrace Different



- Acknowledgement that Traceability is NOT Authentication
- Combination of Serialisation and Authentication technologies to secure the products provenance
- Multiple partners allowing best in breed and cutting edge technology to be explored and employed
- Partnership approach allowing the minimisation of production interface issues
- Sharing of best practice between research, operational and technology partners

- Project Host
Reckitt Benckiser
- Lead Partner
Authentix
- Research Partner
Loughborough University

- Technology Partners
AND Automation
Domino
Ingenia
PERA
Camdata
GIS
Imsol

- Authentix - Conceptual Design, Product Authentication, Supply Chain Monitoring
- Loughborough - Multiple Barcode Reading
- Ingenia - Laser Surface Authentication
- Domino - Printing Systems
- ImSol - Vision Systems
- GIS - RFID
- Camdata - Hand Held Scanners
- AND Automation - Systems Integration
- PERA - Software Development & Project Mgmt

- Lemsip Line at Reckitt Benckiser, Hull
- Unique, secure generation of barcodes
- 2D barcodes printed onto packs
- Pack data aggregated to cartons and pallets
- Barcodes and RFID applied to cartons
- Local Line and Master Databases store data
- Authentication and verification in the supply chain and field via readers and/or webportal.

Lemsip Max



Mass Serialisation Initiatives



Turkey

32x32



16x48



GTIN		Serial			<FNC1>	Expiry	Batc	
01	14 digits	21	number 20 alphanumerics		17	6 digits	10	Up to 20 alphanumeric chars

Must be "increasing"

EFPIA

26x26



16x48



GTIN		Serial			<FNC1>	Expiry	Batc	
01	14 digits	21	number 20 alphanumerics		17	6 digits	10	10 alphanumerics

Must be randomised

Turkey's approach to batch encoding follows GS1 standards; EFPIA's does not

California

22x22



GTIN		Serial	
01	14 digits	21	number Up to 20 alphanumerics

- Use of Laser Surface Authentication in combination with 2D barcodes
- Use of Forensic signature inks to print barcodes and enable authentication
- Use of both 2D barcode and RFID at appropriate level
- High speed simultaneous reading of multiple barcodes
- Authentication of product via serial code and Authentix technology at multiple points in the supply chain