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Covectra Offers Packaging Serialization to Provide Track & Trace and Combat Counterfeiting and Diversion Across Multiple Industries

Brand Protection Company To Showcase AuthentiTrack® Platform at PackExpo 2019 - Booth #LS-6391

WESTBOROUGH, MA – August 20, 2019 –Covectra, a multi-layered brand protection company, plans to showcase their holistic, integrated serialization system at this year's PackExpo in Las Vegas on September 23-25 (Booth #LS-6391). The AuthentiTrack solution platform, which is intended to combat counterfeiting and diversion across a wide range of industries including food & beverage, electronics, fashion, cosmetics, luxury goods and other products in the CPG space, was designed to ensure product integrity.

AuthentiTrack provides a single-source serialization solution from the packaging line to the cloud to ensure brand protection, product safety and supply chain integrity. It is designed to encompass the site, line, packaging units and the devices within the packaging unit to provide a complete serialization operation at the plant level. The system, which offers maximum flexibility to meet a wide range of packaging applications and serialization requirements, can be configured to serialize automatically at very high speeds or for a manual, semi-automatic line or low volume packaging operations. It also is designed to handle communications between packaging line systems and external partners to ensure consistency and accuracy for complex format requirements.

"Covectra is the only company that offers an all-in-one turnkey solution for serialization - from case and pallet right down to primary pack and for some products at the unit dose for unparalleled tracking, stated Steve Wood, President and CEO of Covectra. "Our AuthentiTrack solution combines a serialized database along with everything required to set up a packaging line system. We're a one stop shop providing installation, validation and everything required to set up a comprehensive packaging site serialization line," he added.

The platform's EPCIS-certified serialization database, which is capable of serial number generation, management, and aggregation from unit dose up to pallet can be integrated with a Covectra system or any existing packaging line serialization system. AuthentiTrack also offers integration capabilities so that customers can connect to existing ERP systems or other sources of truth for product-related master data. Additionally, after any merchandise

is packed and shipped, a connection to the AuthentiTrack Cloud provides serial number provisioning and an event history repository.

AuthentiTrack packaging site serialization platform enables printing of GS1 compliant sGTIN barcode and human readable text, as well as 100% OCR and barcode verification through the following systems:

- Bottle Label Print & Verify System
- Carton Print & Verify System
- Knocked Down Carton Print & Verify System
- Offline Label Print & Verify System
- Manual Pack Station
- 360° Bottle Verification & Helper Code Solution
- Case Aggregation
- Case Corner Wrap Label Print & Verify System

Covectra also recently launched its ControlTrack® for monitoring adherence up to real time for opioids and other classes of pharmaceutical products.

If you're attending this year's PackExpo and would like to find out more about Covectra's AuthentiTrack packaging site serialization platform, please stop by Booth #LS-6391 or contact us directly for more information.

About Covectra
Headquartered in Westborough, Massachusetts, Covectra offers multi-layered brand integrity and protection solutions, including its serialization-based AuthentiTrack® technology, which includes serial number generation, event repository and event repository management; packaging line serialization, and mobile applications such as ControlTrack® to utilize serial numbers for a variety of business benefits, including counterfeit detection, adherence, and returns verification.

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