

# COVECTRA

Multi-Layered Brand Protection

FOR IMMEDIATE RELEASE

## COVECTRA ESTABLISHES EUROPEAN UNION PRESENCE

Serialization and Track and Trace Technology Services Provider Opens New Office in Ireland to Support Increased Activities In Europe

WESTBOROUGH, MA – OCTOBER 16, 2013 – U.S. based [COVECTRA®](#), a privately held, serialization, authentication, and track and trace technology services provider, today announced the opening of its new office in Clonmel, Tipperary County, Ireland. The office, established to support Covectra's increased activities throughout Europe for its serialization technology and services, will be staffed with engineers and technicians in several disciplines, as well project managers and sales personnel.

"Covectra anticipates strong continued growth in the European's pharma, medical device, and food industries' demand for innovative serialization technology over the next few years," stated Steve Wood, President & CEO of Covectra. "Maintaining a base of operations strategically located in Ireland will enable us to respond rapidly to these market demands," added Wood.

A native of Ireland, Conor O'Neill has been appointed as Manager of the Covectra office in Ireland, and Director of European Operations. O'Neill has over 20 years of experience in sales, business development, engineering, product development, and project management.

"For nearly five years, Covectra has delivered world-class solutions to combat pharmaceutical counterfeiting and diversion. Now, with clients in a variety of other industries expressing the need for a multi-layered brand protection approach, Covectra's expansion into Europe was initiated to address both new and existing clients' requirements for secure and comprehensive brand protection solutions across the globe," commented O'Neill.

Covectra entered the pharma serialization market in 2009 with the launch of its [AuthentiTrack® database](#) for serial number generation and management, and event repository, and has expanded its product line to include packaging line serialization with full aggregation to the case and pallet level. The company, whose roots were formed in pharmaceuticals, continues to serve that industry while also offering anti-counterfeiting and diversion control solutions for other industries facing similar threats to their brands, and is currently engaged in providing its serialization technology to the food market.

### 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 front-end software applications such as ControlTrack® to utilize serial numbers for a variety of business benefits, including counterfeit detection, adherence, and returns verification. By combining covert and overt security features printed on products and packaging materials COVECTRA provides a complete portfolio of products and services to protect and enhance a product brand.

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