

Forgery-proof track and trace solution

## **Industry solution for pharmaceutical companies**

**The European Commission, organisations, associations and pharmaceutical companies all agree on the fact that a uniform solution for the security and traceability of medicinal products needs to be found in the very near future. The damage for companies and consumers caused by counterfeited drugs is immense. The German 3S Simons Security Systems GmbH now offers a tailor-made solution for the pharmaceutical industry. The combination of micro colour-code particles SECUTAG® and traceability codes provide product security and traceability in one single system.**

**Nottuln/Germany, 13th August 2008.** The number of confiscated medicinal products at the EU borders has increased by an alarming 51% in 2007. Not only lifestyle medicines are concerned, life-saving drugs are also counterfeited more and more often. The European market is also frequently targeted by counterfeiters. In its public consultation, the European Commission suggests the implementation of a uniform security and traceability concept, at least for the European pharmaceutical industry. Time is short, as not only pharmaceutical companies but also counterfeiters adjust to the technical state of the art. Many security features are copied nearly as quickly as they enter the market for the protection of medicines.

This is where the concept of 3S Simons Security Systems GmbH sets in: With its innovative combination, the company offers pharmaceutical producers the possibility to sustainably secure their primary or secondary packaging, the package inserts and the traceability codes against counterfeiting. The worldwide smallest micro colour-code particles SECUTAG® are accepted as evidence by international courts and are practically inimitable due to the huge technical production barriers. Combined with an RFID or data-matrix code, the traceability of the entire delivery or of the single packages is also ensured. The pharmaceutical products can be identified and checked for authenticity in existing databases worldwide. This industry-specific solution decisively minimizes the risk of counterfeited medicines entering the supply chain. Verification of the merchandise is easily accomplished for producers and suppliers as well as for customs, the police and end consumers.

For further information on product security and SECUTAG®, please visit [www.3SGmbH.com](http://www.3SGmbH.com)

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