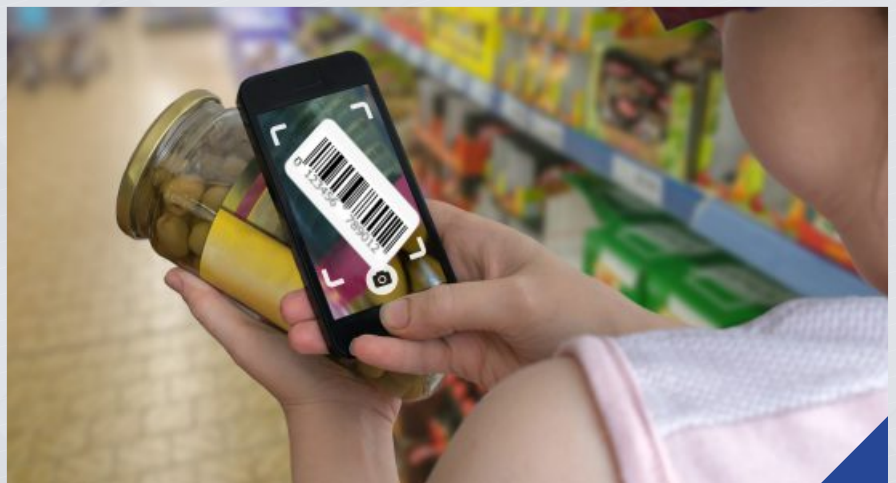
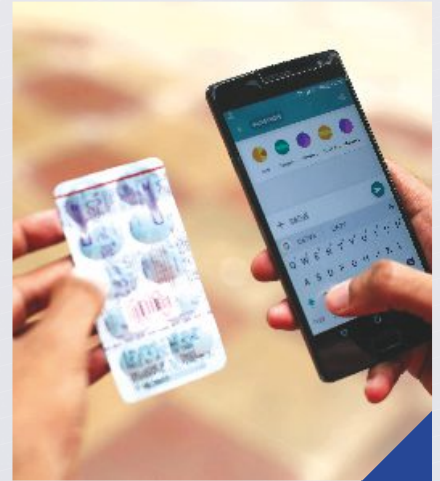


# The AUTHENTICATION Times

The Official magazine of Authentication Solution Providers' Association (ASPA)

Counterfeit constitutes 25-30% of the market in India





## Veritech introduces VeriOVD - The next-generation of OVDs, now with the power of nano-optics technology.



To combat the increasing problem of tampering, repackaging and counterfeiting of your genuine products, Veritech has introduced VeriOVD - a revolutionary world-class technology, one of the first of its kind in India, that integrates Nano-Optics technology into OVDs (Optically Variable Devices).

### Why VeriOVD is way ahead of conventional security holograms?

- ✓ Equipped with numerous security features that are extremely difficult for counterfeiters to accurately copy them
- ✓ Many interesting, eye-catching features that enable end consumers to easily identify genuine products
- ✓ Easily customized for any application - be it stamped foils & strips, security seals, product and MRP labels, or secure documents
- ✓ Used across diverse industry sectors around the world



*HoloOVDs & MonoOVDs: Colour & Monochrome versions of the VeriOVD*



Visit us at [www.veritech.in](http://www.veritech.in)  
Send your queries to [enquiry@veritech.in](mailto:enquiry@veritech.in)  
Call us: +91 120 4503300 / 01

Find us on:



Shriram Veritech Solutions Pvt. Ltd.

# Editor's Corner



Dear Readers,

Welcome to the 46th edition of The Authentication Times.

In the current issue, we would like to make two important announcements.

1. Recently ASPA along-with CRISIL released its much-awaited important consumer survey report, "The State of Counterfeiting in India 2022".

An important finding of the survey was that consumer perception pegged the extent of counterfeiting at 25-30% of the market, higher than the general industry expectations. Counterfeiting is most prevalent in FMCG, Apparel, and Agrochemical sectors (~30%), followed by the pharmaceutical, automotive, and consumer durables sectors (20-25%). Nearly 27% of the consumers were unaware that the product was counterfeit at the time of purchase, making it more important to spread awareness about the issue and identification methods in fighting fakes. The current issue highlights the important findings for reader attention. One can download the full report with the link <https://www.aspaglobal.com/report-for-nation>

2. ASPA in partnership with Messe Frankfurt India (MFI) announce the date & agenda of its flagship event Traceability and Authentication Forum 2023. The 5th edition will be held on July 6-7, 2023, at Hotel Hyatt, Bikaji Cama Place, New Delhi India. With the theme focusing on "Zero Counterfeiting", I invite invites all stakeholders from the authentication industry to come together for this two-day summit. Post pandemic, this is going to be the first in-person TAF and I am excited to meet all important stakeholders. For more information, visit <http://authenticationforum.com/>

In addition, reading through the pages, you'll find various news of national and international anti-counterfeiting initiatives undertaken globally.

While you enjoy our regular sections and updates, make sure you do not miss the interview of Dr. Tobias Kresse, Managing Director Innovation, SCRIBOS – a KURZ company.

I hope you find this issue informative and exciting, and, as always, look forward to receiving your feedback.

Your Sincerely,

*Chander S Jeena*

Editor,  
The Authentication Times

# Contents

- 1 COUNTERFEITING  
Number of counterfeit euro banknotes remains low in 2022
- 2 ANTI-COUNTERFEITING  
Blockchain to be used to push farm exports
- 4 COVER STORY  
Counterfeit products 25-30% of the market in India, reveals ASPA and CRISIL Report
- 8 INTERVIEW  
TESA SCRIBOS's Exclusive Interview
- 10 INDUSTRY NEWS  
Seafood traceability startup BlueTrace raise \$3.2 million funding

## Editorial Board

Issue Editor: Chander S Jeena

Publication Committee: Manoj Kochar | Luv D Shriram | Sanjay Kumbhat | Ankit Gupta

Issue Designer: Praharsh Roy

Published By: Corporate Communication, Authentication Solution Providers' Association (ASPA)

521, 5th Floor, Ansal Tower 38, Nehru Place, New Delhi - 110019, India

Email: [info@aspaglobal.com](mailto:info@aspaglobal.com)

Website: [www.aspaglobal.com](http://www.aspaglobal.com)

**The AUTHENTICATION**  
Times

The Official magazine of Authentication Solution Providers' Association (ASPA)

## About The Authentication Times

The Authentication Times is the official magazine published by Authentication Solution Providers' Association (ASPA). The publication offers in-depth analysis, news, research, article, and expert opinion on the latest developments on Anti-Counterfeiting, Brand Protection, Serialization and Traceability in and out of India. The editorial team welcomes news, contributions, and comments.

For further information, subscriptions, contributions, and advertisement, please email your submission at [vikram@aspaglobal.com](mailto:vikram@aspaglobal.com) or call at +91 7838208944

© 2022 All rights reserved. ASPA, The Authentication Times logo, the ASPA logo, and product and / or service names are trademarks and service marks of ASPA and are registered. The views expressed by contributors and correspondents are their own. Reproduction of the content of THE AUTHENTICATION TIMES in whole or in part is allowed, provided the source is acknowledged. Editorial opinions expressed in this magazine are not necessarily those of ASPA or the publisher. Neither the publisher nor ASPA accepts responsibility for advertising content.

## Number of counterfeit euro banknotes remains low in 2022

- 376,000 counterfeit euro banknotes withdrawn from circulation in 2022, second-lowest level ever in proportion to total banknotes in circulation
- Around two-thirds of withdrawn counterfeits were €20 and €50 banknotes
- Euro banknotes remain trusted and safe means of payment
- Authenticity of euro banknotes verified using “feel, look and tilt” method

Some 376,000 counterfeit euro banknotes were withdrawn from circulation in 2022. There is little likelihood of receiving a counterfeit, as the number of counterfeits remains very low in proportion to the number of genuine euro banknotes in circulation. In 2022, 13 counterfeits were detected per million genuine banknotes in circulation, which is the second-smallest proportion since the introduction of euro banknotes (see the chart below).

Despite this exceptionally small proportion, the number of counterfeits increased by 8.4% compared with 2021 (see Table 1), when the proportion of counterfeits was at its lowest since the euro was introduced. This increase also reflects the recovery of economic activity in 2022 after most coronavirus (COVID-19) restrictions had been lifted. 20 and 50 notes continued to be the most counterfeited banknotes, together accounting for slightly below two-thirds of the total (see Table 2). 96.6% of the counterfeits were

found in euro area countries, while 2.7% were found in non-euro area EU Member States and 0.7% in other parts of the world.

Most counterfeits are easy to detect as they have no security features, or only very poor imitations of such features. The public does not need to be concerned about counterfeiting but should remain vigilant. Notes can be checked using the simple “feel, look and tilt” method described on the dedicated security features webpage and on the websites of the euro area national central banks. The Eurosystem also helps professional cash handlers by ensuring that successfully tested

machines for handling and processing banknotes can reliably identify counterfeits and withdraw them from circulation.

Using counterfeits for payment is a criminal offence that may lead to prosecution. If you receive a suspicious banknote, compare it directly with one you know to be genuine. If your suspicions are confirmed, please contact the police or – depending on national practice – your national central bank or your own retail or commercial bank. The Eurosystem actively supports law enforcement agencies in their fight against currency counterfeiting.

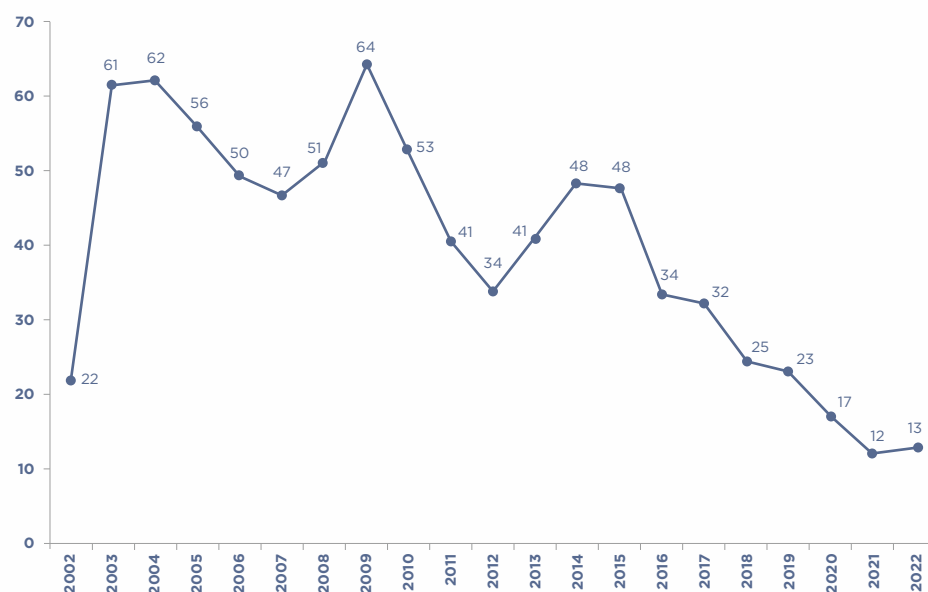


Table 1

### Yearly figures in comparison

Year	2017	2018	2019	2020	2021	2022
Number of counterfeits	694,000	563,000	559,000	460,000	347,000	376,000

Table 2

### Breakdown of counterfeits by denomination in 2022

Denomination	€5	€10	€20	€50	€100	€200	€500
Percentage of total	2.3	15.4	23.6	40.0	11.6	5.4	1.7

Source: <https://www.ecb.europa.eu/>

## Blockchain to be used to push farm exports

### Government aims to incentivize farmers to take up chemical-free processes

India's natural farming could soon get a technological push through blockchain, as the government plans to use the technology across all export-driven crops to increase the country's food shipments and incentivise farmers to take up chemical-free processes.

#### Tech Take

Blockchain to help store data of the crop and its produce

Storage and supply chain to be monitored at all levels

Will help in better quality production, reduce wastage

Pilot project launched in HP for apples

Model will be replicated for grapes, mangoes and others



The Niti Aayog has launched a pilot project in collaboration with the Himachal Pradesh government on apple farming, to ensure quality production while also monitoring the produce across the entire storage and supply chain.

'Lack of quality produce and traceability has hampered India's food exports apart from disincentivising growers. Blockchain technology can help bridge this gap,' a senior government official told media.

'By recording information about products at every stage of the agricultural supply chain, a blockchain helps remove redundant processes, ensure quality control and monitor storage conditions,' the official added.

After the completion of the pilot project on apples, the technology will be replicated across other

*Lack of quality produce and traceability has hampered India's food exports apart from disincentivising growers. Blockchain technology can help bridge this gap*

crops including mangoes, bananas, grapes, and pomegranates, besides vegetables.

India ranks second in fruits and vegetable production in the world, after China, but its share in the global fruits and vegetable market is just 1%.

Under the blockchain technology, IoT sensors are used to generate crop data and its storage, distribution of grown crops to the food processing companies, supply of processed food to wholesalers and retailers and its storage. Through this, even consumers can back-trace the supply chain to ensure quality products while buying.

According to the Agriculture and Processed Food Products Export Development Authority, India exported fresh fruits and vegetables worth about \$1.52 billion in 2021-22, with fruits accounting for \$750.7 million and vegetables for \$767.01 million.

Exports of processed fruits and vegetables totalled \$1.73 billion. These included about \$1.12 billion of processed vegetables including pulses and \$610.69 million of processed fruits and juices.

Major destinations for India's fresh fruits and vegetables include Bangladesh, the UAE, Nepal, the Netherlands, Malaysia, Sri Lanka, the UK, Oman and Qatar.

Source: <https://agriexchange.apeda.gov.in/>

## India plan to centralized Drug Regulations

With recent incidents of deaths in Gambia, Uzbekistan and the US, allegedly caused by toxic and contaminated drugs made in India, the Union Government is reportedly planning to centralize drug regulation. How effective this will be? TAT explains:

### 1. Current regulatory landscape

The Central Drug Standard Control Organisation (CDSCO) is the apex regulatory body with zonal and sub-zonal office and labs across the country and responsible for approving new drugs, import of drugs and devices, clinical trials and laying down standard for drugs. Each State has its own regulator as well, which is often conjoined with the Food and Drug Administration (FDA) in the State. The State regulator looks after licensing and auditing manufacturing facilities, and distribution and sale of drugs. They also grant licence for manufacturing drugs that have been around for 4 years or more.

### 2. What is the new proposal?

It is likely a step toward centralization of drug regulation in India. Currently, drugs older than four years can be registered in one state and sold in another.

The health ministry may be planning a single centralized system for the registration of all kinds of drugs, under the CDSCO.

### 3. Will it have a bearing on export quality?

It will not have much impact. Drugs sold in the global market are subject to regulations of the buyer country. The US and Europe

deploy vast resources to make pharma adhere to their own standards.

Poorer countries such as Gambia often rely on a list of manufacturers and inputs of the World Health Organization (WHO).

A centralized repository can aid in better monitoring.

#### 4. Will it help improve drug quality?

Even if drug registration is centralized, the regulation for manufacturing will continue to be decentralized.

A plant is jointly inspected by the CDSCO and state regulators at the time of licensing of drugs, but regular auditing is usually done by state regulators.

Lower-level bureaucrats and inspecting officials need capacity-raising and training. India needs greater accountability at the manufacturer level to adhere to norms.

#### 5. What else can be done to improve standards?

Along with tighter regulation of manufacturing, there is a need for a national policy on recall of drugs. If a drug is found to be substandard in one state and recalled by the regulator there, it is not necessarily recalled in other states. It should be the job of the national regulator to ensure that a defective batch isn't sold in other markets. Last, the track record of prosecuting and penalizing drug manufacturers for violating norms is poor in India. It needs improvement.

Source: *Mint*

## NAFDAC vows to implement pharmaceutical traceability strategy to tackle substandard drugs

The National Agency for Food and Drug Administration and Control, NAFDAC, has vowed to confront the menace of substandard and falsified medicines in the country with the implementation of a pharmaceutical traceability strategy with a view to safeguarding the health of the Nigerian populace.

The Director General, of the Agency, Prof. Mojisola Adeyeye, who dropped the hint at the Traceability workshop in Port Harcourt, Rivers State, said the onerous task of safeguarding the health of the nation is daunting in the face of the chaotic drug distribution system currently existing in Nigeria.

In a statement signed by the NAFDAC Resident Media Consultant in Lagos, Mr Sayo Akintola, Adeyeye reiterated that NAFDAC had developed a 5-Year Traceability Implementation plan in line with the objectives of the Nigeria Pharmaceutical Traceability Strategy to achieve supply chain visibility and strengthen interventions against substandard and falsified medicines by the end of her second term.

She said the development, gazetting, and dissemination of the Traceability of Pharmaceutical products Regulations is essential for the adoption and enforcement of the provisions of the Nigeria Pharmaceutical Traceability Strategy.



The Regulation, accompanied by guidelines and compliance requirements would provide a legal framework to support advocacy for stakeholders to implement traceability in the distribution of pharmaceuticals or supply chains. Further, Adeyeye noted that the participation of relevant stakeholders during the drafting of the Traceability Regulation is important to ensure understanding among stakeholders of the provisions and to welcome feedback, with the goal of improving compliance.

With this, Adeyeye said that medicines and medical devices can be monitored throughout the supply chain from manufacturing to the end user, the patient, adding that the Agency has developed a roadmap to this effect which has been approved by the Honourable Minister of Health.

Source: <https://allafrica.com/>

# Counterfeit products 25-30% of the market in India, reveals ASPA and CRISIL Report

Counterfeiting activities are impacting the sustainable growth of the major industry in India, including Pharmaceuticals, FMCG, Automotives, Apparel, Consumer Durables/Electronics, and Agri products, according to a new report released by ASPA & CRISIL. The report is based on an independent survey conducted with consumers and retailers covering twelve Indian cities (Delhi, Agra, Jalandhar, Mumbai, Ahmedabad, Jaipur, Indore, Kolkata, Patna, Chennai, Bangalore, and Hyderabad) to gauge their perception of counterfeiting in several key sectors.

An important finding of the survey was that consumer perception pegged the extent of **counterfeiting at 25-30% of the market**, higher than the general industry expectations. Counterfeiting is most prevalent in FMCG, Apparel, and Agrochemical sectors (**~30%**), followed by the pharmaceutical, automotive, and consumer durables sectors (**20-25%**). The survey also reveals that **almost 89% of consumers acknowledge the presence of fake products in the market** and are often compelled to buy counterfeits for reasons such as sensitivity to price, demand-supply gap, desire to buy luxury brands, peer pressure, and social motivations.

However, **nearly 27% of the consumers were unaware that the**

**product was counterfeit at the time of purchase**, making it more important to spread awareness about the issue and identification methods in fighting fakes.

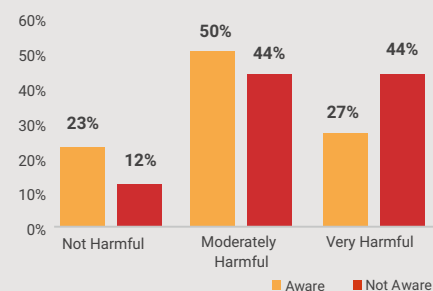
**Apparel (31%), FMCG (28%), and Automotives (25%) are the top segments where consumers came across a counterfeit product, followed by Pharmaceuticals (20%), Consumer Durables (17%), and Agrochemicals (16%).** Even after discovering that the product is fake, consumers take close to negligible action about reporting it.

Sharing the insight on the report, **Mr Nakul Pasricha, President of the Authentication Solution Providers' Association (ASPA)**, said, "Illicit goods trade stood at Rs 2.6 trillion in FY 2019-20 in India and affecting almost all sectors. It is on the rise and heavily bleeding the country, industry, and consumers by large. An aware consumer holds the power to fight this menace; however, we must enhance consumer awareness about this issue. Consumers play the most crucial role in fighting against fakes. When many consumers are unaware of the actual threat from counterfeits, the country will never be able to harness the strength of active consumer participation in curbing the sale of fake products in the market."



Perception about harmfulness of counterfeit products  
Source: Consumer Survey Insights, CRISIL MI&A

## Perception about harmfulness v/s awareness about counterfeit products



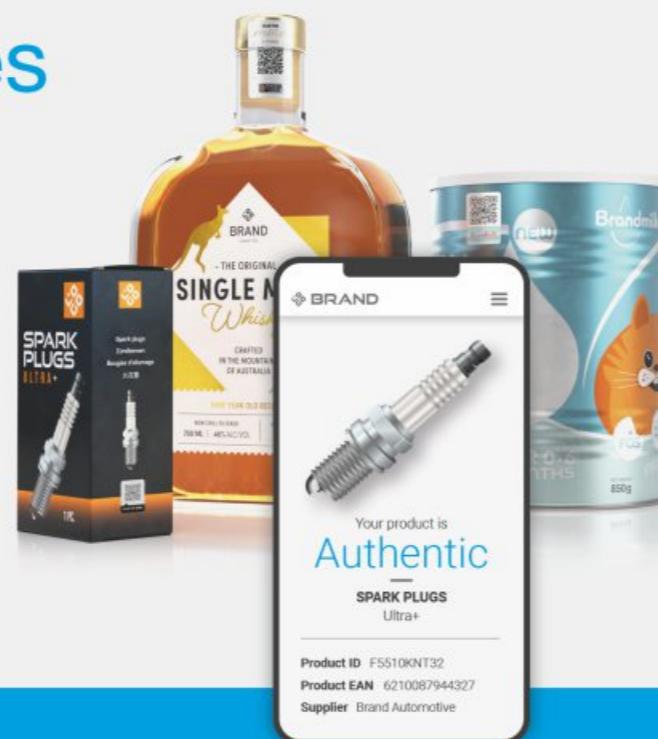
Awareness about counterfeit products

## Consumer survey data shows counterfeiting extent at 25-30% of the market



# We protect your brand and revenues

We develop and manufacture innovative, secure product markings, which can be combined with our cutting-edge digital platform. These effective brand protection solutions enable brand owners all over the world to combat counterfeiting, grey market trading and unauthorized overproduction. Moreover, they open avenues for customer interaction, track & trace and market analysis.



## Your benefits



### Stop Counterfeiting

With our market-leading brand protection technology and digital platform, you can reliably identify originals, spot counterfeit products worldwide and remove them from the market.



### Avoid Grey Markets

Detect grey market suppliers with our reliable, practicable security tags.



### Control Quantities

Identify illegal products produced in the 'third shift' with our counterfeit-proof security tags and digital platform SCRIBOS 360.



### Manage Licensing Business

Our licensing management solution allows you to manage your licenses centrally, protect your brand and open avenues for customer interaction.



### Initiate Customer Interactions

With our smart labels and markings, you can create touchpoints for customer engagement, which helps strengthen brand loyalty and gather valuable market data.

## Our solutions

Our solutions can be tailored in design and function to your application and product specific requirements.



Security Label



Security Seal



Security Print

## Why SCRIBOS?

- Experience**
  - 500+ customers worldwide in different industries
  - 20 years of extensive experience in brand protection
- Innovation**
  - Innovation-driven and proprietary production technology
  - No successful imitation attempts
  - Market-leading IoT platform
- Global presence**
  - International team of highly skilled professionals
  - Global support and expertise in cooperation with our parent company KURZ

## Our services







Talking about what India can do to curb this menace, Mr Nakul Pasricha added, “The country requires a comprehensive, proactive, and holistic counter approach. We need to make a significant change in increasing awareness, implementing authentication solutions, supporting these with robust track and trace infrastructure, and securing the supply chain against criminals. Since its inception, ASPA has made good progress in creating momentum in the fight against fakes in India, and we are committed to strengthening this momentum. We look forward to working with government departments, industry bodies, and institutions to develop more avenues to make India’s fight against counterfeiting more powerful.”

#### Regional perception of harmfulness

Region	Not harmful	Moderately harmful	Very harmful
East	0-5%	60-65%	30-35%
North	6-10%	47-51%	42-46%
South	25-30%	55-60%	10-15%
West	35-40%	35-40%	20-30%

(All respondents n=510)

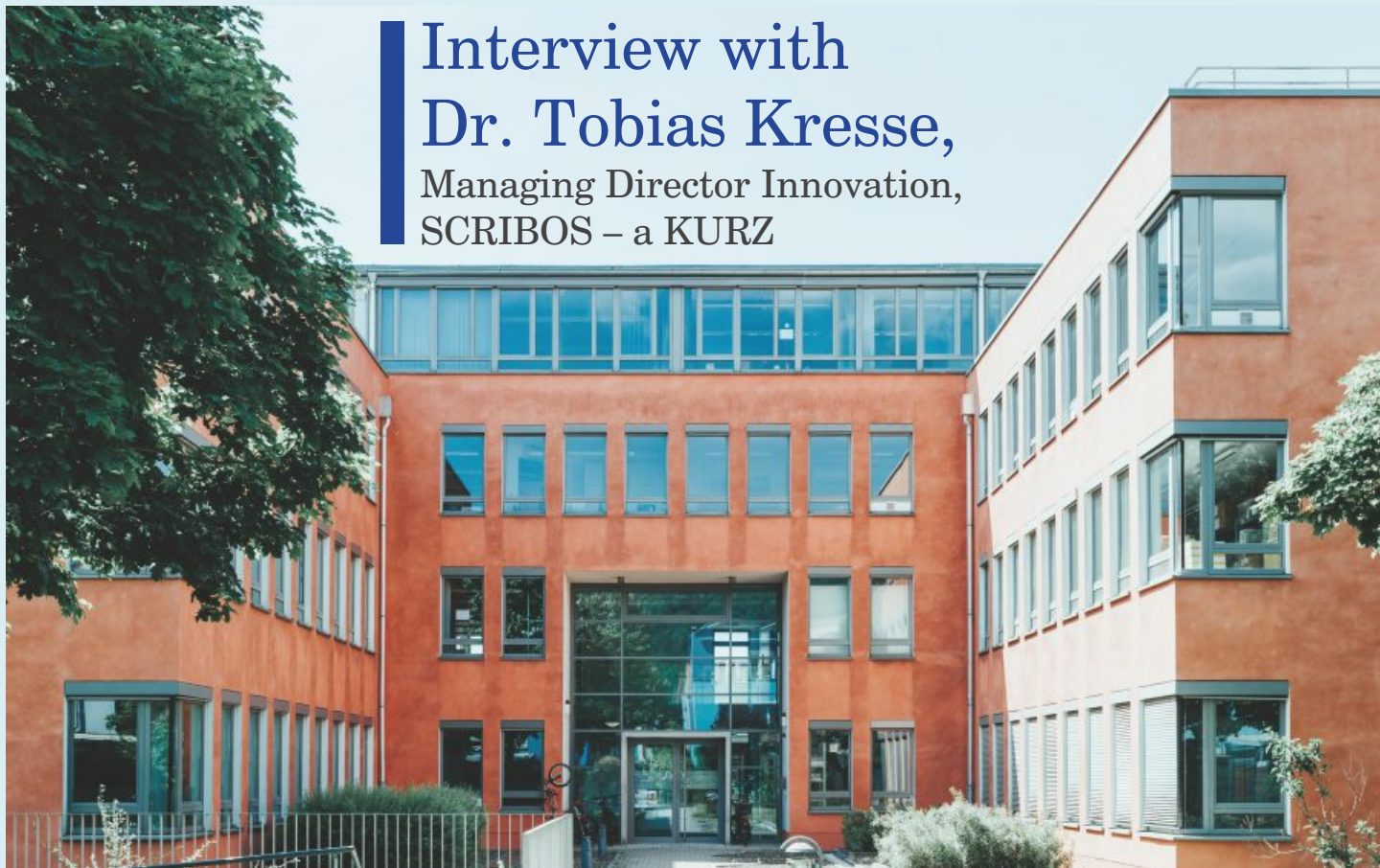
Used counterfeits at least once	Not harmful	Moderately harmful	Very harmful
East	0-5%	60-65%	30-35%
North	5-10%	45-49%	43-47%
South	20-30%	55-60%	10-15%
West	40-45%	35-40%	20-25%

(Respondents who have experienced or come across a counterfeit product) n=510

Not used counterfeits	Not harmful	Moderately harmful	Very harmful
East	0%	30-35%	65-70%
North	5-10%	60-65%	25-30%
South	38-42%	38-42%	18-22%
West	10-15%	35-40%	45-50%

(Respondents who have not experienced or come across a counterfeit product) n=510

# Interview with Dr. Tobias Kresse, Managing Director Innovation, SCRIBOS – a KURZ



## Q1. Please provide brief details about SCRIBOS, and your company's vision for the next five years and beyond?

SCRIBOS develops and manufactures innovative and secure product markings, which can be combined with cutting-edge digital tools. With these effective brand protection solutions, we empower hundreds of brand owners all over the world to combat counterfeiting, gray market trading and unauthorized overproduction. On top of this, they open avenues for customer interaction, track & trace, and market analysis.

We are a company of about 100 passionate and highly skilled employees, located in beautiful Heidelberg, Germany. Our sales team is spread out across the globe – in Germany, France, Malaysia, and China-to have a closer proximity to our valued customers.

Our vision for the next five years is to become a market-leader for brand protection, not only in Europe, but world-wide. We do not only offer a broad portfolio, which addresses any customer need, but also can offer our services to customers world-wide, as, together with our parent company KURZ, we cover almost all regions around the globe.

## Q2. What new technologies and solutions SCRIBOS offers differently from other anti-counterfeiting solutions providers?

What makes our solutions so unique is that they are based on proprietary production technology. Our solutions have been invented by the founders of the company and are exclusively produced at our production site in Heidelberg. As a result, we have had no successful imitation attempt in over 20 years.

Another unique aspect of our offering is our powerful digital platform, which enables brand owners to take targeted actions against counterfeiters. It can also be used for marketing campaigns and can be connected to licensing management platforms. It really can be called a digital all-star!



**Q3. How do you see India as a market? What are SCRIBOS current activities in India and the strategy for the future?**

India is one of the most interesting markets in the world, as it shows high economic growth and a very distinct culture. We are already very active in India, as some of our largest customers are situated there. Our parent company KURZ also has a subsidiary in India, which we will use to increase our market share in India.



**Q4. What are your key learnings from anti-counterfeiting experience? What, in your view, is more important; Brand Awareness, Brand Loyalty or Digitization?**

It's indispensable to equip your product with a highly secure product marking, involve your customers in the authentication process, have an effective cloud backend generating actionable data and solutions that are scalable to customer needs. Therefore, digitization is the most important aspect of the three, as this actually results in brand awareness and brand loyalty. If you give customers the power to



check the authenticity of their product, you can count on their loyalty and in result, your brand will most likely experience positive word-of-mouth aka. brand awareness.

**Q5. How can brands go hand-in-hand with implementing regulations and Brand Protection?**

Most of our solutions can be combined with tools to fulfil regulations, i.e., concerning digital product information. This way, a brand can benefit in multiple ways from our services.

**Q6. What factors do you believe will shape the future of Securing Brands Across the Globe? Will it be trust, traceability or sustainability?**

Nowadays, everyone is pretty familiar with counterfeit brands and products. Business representatives and consumers are often aware that the economic damage caused to companies by plagiarism and illegal imitations is enormous. However, the massive negative impact on people, the

environment, and society is typically overlooked. But this is precisely what makes the fight against counterfeiting a central issue for corporate social responsibility (CSR) across all dimensions: from economic and legal to ethical and philanthropic responsibility. Products and their brands must be sustainable to continue to be successful and to increase trust in brands and retailers again.

## Seafood traceability startup BlueTrace raise \$3.2 million funding



Photo: Tagged bags of clams, BlueTrace's tags make it easier for shellfish producers to remain compliant with food safety regulations © BlueTrace

**B**lueTrace, a startup which has developed a traceability system across the seafood value chain announced

\$3.2 million in seed funding, bringing the company's fundraising total to \$4.1 million. The round was led by York IE, Maine Venture Fund, and CEI Ventures, with participation from various angel investors, including SeaAhead.

**“Sustainable seafood is great for our communities, our planet, and our health,”** said Chip Terry, CEO. **“Our mission is to keep the seafood supply chain safe, efficient, and compliant by digitizing key transactions to make seamless traceability possible. We have a long list of desired features from our clients — this new funding will help us deliver them.”**

In November, the FDA announced the final food traceability rules for the Food Safety Modernization Act, which will begin to take effect in 2023. BlueTrace already enables seafood businesses to comply with these increasingly stringent requirements.

**“BlueTrace is a game-changer that’s meeting the unique needs of the seafood industry,”** said Joe Lasprogata, vice president, new product development at Samuels Seafood. “Our company moves millions of pounds of seafood each year, which obviously means a lot of moving parts. BlueTrace’s platform helps us organise our shipments and gives us confidence that we’re staying compliant.”

## Grainchain closes on \$29M for U.S. and Latam Expansion

Positioned at the nexus of agtech and fintech, U.S.-based tech startup GrainChain has closed on \$29 million in funding to digitize the world’s grain supply chains. After years of volatility in global commodity markets, the promise that a digital ag platform can provide farmers with higher returns per acre and improve margins for handlers is highly attractive. Launched in 2018, GrainChain has developed a suite of complementary products that level the playing field for all participants by combining blockchain and IoT-driven technology, resulting in fully digitized workflows providing greater efficiency, transparency, traceability, reliability, and liquidity from pre-to-post harvest.

Source: <https://thefishsite.com/>

## Holography Trade Body Announces new General Secretary

**T**he International Hologram Manufacturers Association (IHMA) has appointed Micaal Sidorov as its new general secretary. Sidorov brings



experience in business development, sales and marketing, market research and intellectual property management, working widely across the ID document and security printing sectors. He will work to develop and expand the membership base of the IHMA, in particular to include more nontraditional members coming from outside the security and brand protection industries. Developing collaborative initiatives with the Counterfeit Intelligence Bureau, which includes expanding the Hologram Image Register to include images for other optically variable devices besides holograms, Secure Identification Union in China and Intergraf, the security printers trade association, will also be priorities. Other plans include a series of workshops, with the first one to be held in Abu Dhabi this spring.

“The IHMA board looks forward to working with Micaal to continue to promote the best interests of holography, which is an important and growing sector, across the world,” said Paul Dunn, chair of the IHMA. “Despite the economic, social and global supply chain challenges, we continue to see strong activity for holography with brand manufacturers and countries bringing forward their anti-counterfeiting plans. Micaal will help the industry to continue to grow and innovate, which remains the mission of the IHMA as well as supporting the sector [to] meet the challenges it faces.”

## TOMRA Acquires 14 Percent Ownership in Kezzler

**T**OMRA has made a strategic investment to acquire a 14 percent ownership stake in product



*TOMRA CEO Tove Andersen (left) and Kezzler CEO Christine Akselsen*

serialization and traceability company Kezzler. The investment has been made through a combination of participation in the company's rights issue and buying secondary shares.

The strategic investment will support TOMRA in achieving its vision of leading the resource revolution and delivering its growth strategy of doubling its revenues by 2027. TOMRA regards traceability and transparency to be crucial elements of circular business models and the food value chain. The investment in Kezzler enables TOMRA to explore and further develop opportunities in a strategic digital space.

Kezzler, which was founded 20 years ago in Norway, is headquartered in Oslo with operational entities in key geographies. The software-as-a-service (SaaS) provider has developed a platform to enable serialization and traceability of products through their life cycles. The solution platform is scalable, flexible and purpose-built to meet traceability challenges of large, complex organizations across various industries. TOMRA and Kezzler have already collaborated in several strategic verticals and see the potential for significant mutual value creation by working in closer collaboration going forward.

Commenting on the transaction, TOMRA CEO and president, Tove Andersen, said, "Information sharing and transparency is one of the major enablers to achieving a sustainable circular economy and food system. Through this investment, TOMRA will take a position with an important technology that can accelerate the required transition to circularity and resource optimization. I have been impressed with what Kezzler has achieved so far and see a strong cultural and business fit between the two organizations."

Kezzler CEO, Christine C. Akselsen, said, "We are thrilled to welcome TOMRA as a shareholder in Kezzler and see this as a massive acknowledgment of our technological capabilities and our market position. Both players are on a mission to build more sustainable value chains and are passionate about the joint opportunities in a world where consumers, legislators and businesses are moving toward more sustainable and circular consumption."

## Dr Rajeev Singh Raghuvanshi is new Drugs Controller General of India



**I**ndian Pharmacopoeia Commission secretary-cum-scientific director Rajeev Singh Raghuvanshi was appointed the new Drugs Controller General of India, Central Drugs Standard Control Organization (CDSCO). The others contenders were VG Somani, former DCGI, and Jai Prakash, joint director at IPC. DCGI heads Central Drugs Control Standard Organization (CDCSO). It is a critical post in terms of making regulatory approval for drugs and vaccine in India. The importance of the post lies in the fact that DCGI has played a key role from approval of covid-19 vaccines to approval of lifesaving drugs and ensuring its quality in combatting the covid-19 pandemic.

*Source:*

<https://health.economictimes.indiatimes.com/>

## De La Rue Authentication announces GRS contract extensions in nine countries



**D**e La Rue announce the multi-year extension of contracts across nine countries in Europe and Africa. These contracts support the overall strategy of De La Rue's Government Revenue Solutions (GRS) business, enabling governments and commercial businesses to protect their revenue streams against the harmful impact of counterfeit goods and illicit trade.

The contracts include a two-year contract extension signed in Cameroon for the supply of a digital tax stamp solution, via DLR Certify™, for tobacco products and wines and spirits. The Government of Sudan has also recently extended its track and trace GRS contract with De La Rue for a further ten years. This digital and physical tax stamp solution was first introduced in

2014, enabling data analytics on each pack of cigarettes as it moves through its supply chain via DLR Certify™ and a unique code embedded in its tax stamp. Industry organisations across the EU have also recently extended multiple contracts with De La Rue to provide security seals across seven European markets. These security seals enable the organisations to meet their obligations to European Union Tobacco Products Directive (EUTPD) legislation.

Source: <https://www.delarue.com/>

## SICPA BullionProtect solution certified by London Bullion Market Association

**S**ICPA announce that BullionProtect®, its security solution for the gold market, has been certified by the London Bullion Market Association (LBMA) as part of its Gold Bar Integrity (GBI) Programme, an initiative to provide more confidence in gold bars trading.

BullionProtect® is an innovative solution to safeguard the integrity of the bullion market. Designed to prevent fake or counterfeit gold bars that could be mistaken for genuine ones, it is an integrated solution comprising of a security seal and bespoke validation devices. The security solution, built on proven technology with high counterfeit robustness, ensures simple and immediate verification of security seals.

In line with LBMA guidance, the solution enables all actors within the supply chain to authenticate



precious metal products. Since 2020, more than 400'000 kilobars of gold have been marked with a unique code by BullionProtect® globally. The security feature is currently used to secure the integrity of gold products of four LBMA Good Delivery refiners across three continents. The solution is readily available for all precious metal refiners interested in efficiently securing their products.

Source: <https://www.sicpa.com/>



The Seal of Genuineness

High Security Optashield Strip



High Security Labels



# Holostik

## the go-to name for brand protection solutions!

30+ years of earning love & trust of brands worldwide



### ANTI-COUNTERFEITING PRODUCTS

- Security OVDs (Holograms)
- Security Labels
- 3D Speciality Labels
- Holographic Shrink Sleeves



### HOLOGRAPHIC PACKAGING

- Holographic Folding Cartons
- UV Embossed Folding Cartons
- Holographic & UV Packaging Films
- Holographic Wads / EPE Liners



### DIGITAL SUPPLY CHAIN SOLUTIONS

- Product Authentication
- Track & Trace
- Warranty Management
- Warehouse Management

and many more...

12+

Centers at Strategic Locations

10K+

Satisfied Customers

500+

Members Workforce

5+

Manufacturing Facilities

SERVED IN 90+

Countries Globally

## Holostik India Limited

+91-9905-124-124

marcom@holostik.com

www.holostik.com

#holostik

Follow us on: