

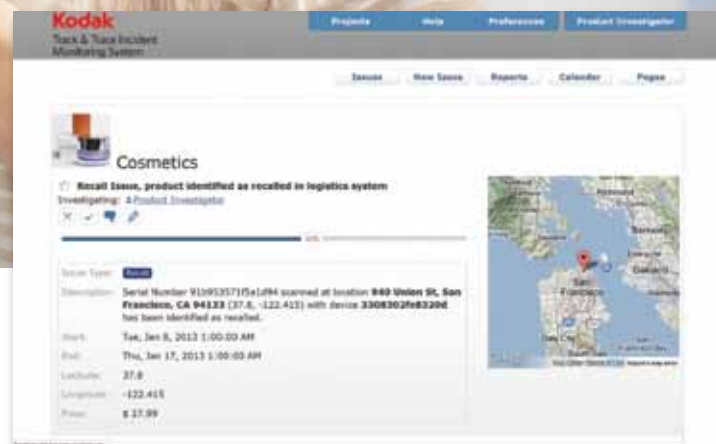
Kodak

Track & Trace System

The smartest way to fight counterfeiting and diversion around the world

Your ability to conduct business honestly and safely is constantly under threat by counterfeiters and diverters. Not only do they jeopardize your reputation, but they account for billions of dollars of lost revenue to businesses every year. Kodak now brings you the **Kodak** Track & Trace System—providing market-leading integration, seamless implementation and decades of leading expertise in materials science—from a partner you can trust.

The new **Kodak** Track & Trace System combines Kodak's visible and invisible **Kodak Traceless** Solutions printing technologies with your current marking and serialization approach, adds in a database capability plus our custom reader technology for authentication, and an online tool for incident monitoring and reporting. With access to pinpoint accuracy on item-level security inspections, you get an end-to-end system that securely tracks your products from manufacture to retail.



Web portal allows brand owners to monitor activities initiated by a remote scan, assign incidents to investigators, and track security issues.

KODAK Track & Trace System

- Highly secure solution
- Integrated system to mark, track and trace your product
- Unique serialized visible and invisible marks
- Combines product authentication with track and trace
- Online Incident Monitoring System enabled by mobile authentication
- Flexible printing options, from an offline production press to inline continuous inkjet printers
- End-to-end distribution channel tracking



Track & Trace System



The Online Incident Monitoring System ties together your brand protection strategy, track & trace activities, and mobile smartphone scanning applications with real-time worldwide monitoring that alerts you when to take action.

Protect your brand

Depending on the need, a customized solution may include:

- Track & trace software
- Security inks and coatings
- Data hosting
- Integration with ERP systems
- Proprietary handheld viewers
- Barcode readers
- Smartphone apps
- Vision camera systems
- Printers
- Global support from Kodak

Kodak's anti-counterfeiting and anti-diversion technology is currently being used by major pharmaceutical, health and beauty, wine and spirits, and consumer packaged goods companies around the world. Protect your brand with highly secure solutions formulated by forensics experts and backed by a legacy of innovation and leading edge technologies, as well as our worldwide service and support organization. Let us create a solution to protect your business against counterfeiting and product diversion, allowing you to put your focus where it belongs—on optimizing your business.

To learn more about solutions from Kodak:

Visit www.kodak.com/go/brandprotection
or in North America, call +1-866-563-2533
or email us at Traceless@kodak.com

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