

packagent



Effective Agent for Brand Protection

based on real-time tracking and tracing and
authentication of products throughout the
supply chain



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Brand protection

– a Key Issue

Today, several industries are increasingly suffering from counterfeiting and global, full-scale production of pirate products. Counterfeiters are technically highly sophisticated, making traditional anti-counterfeit measures, such as holograms, insufficient.

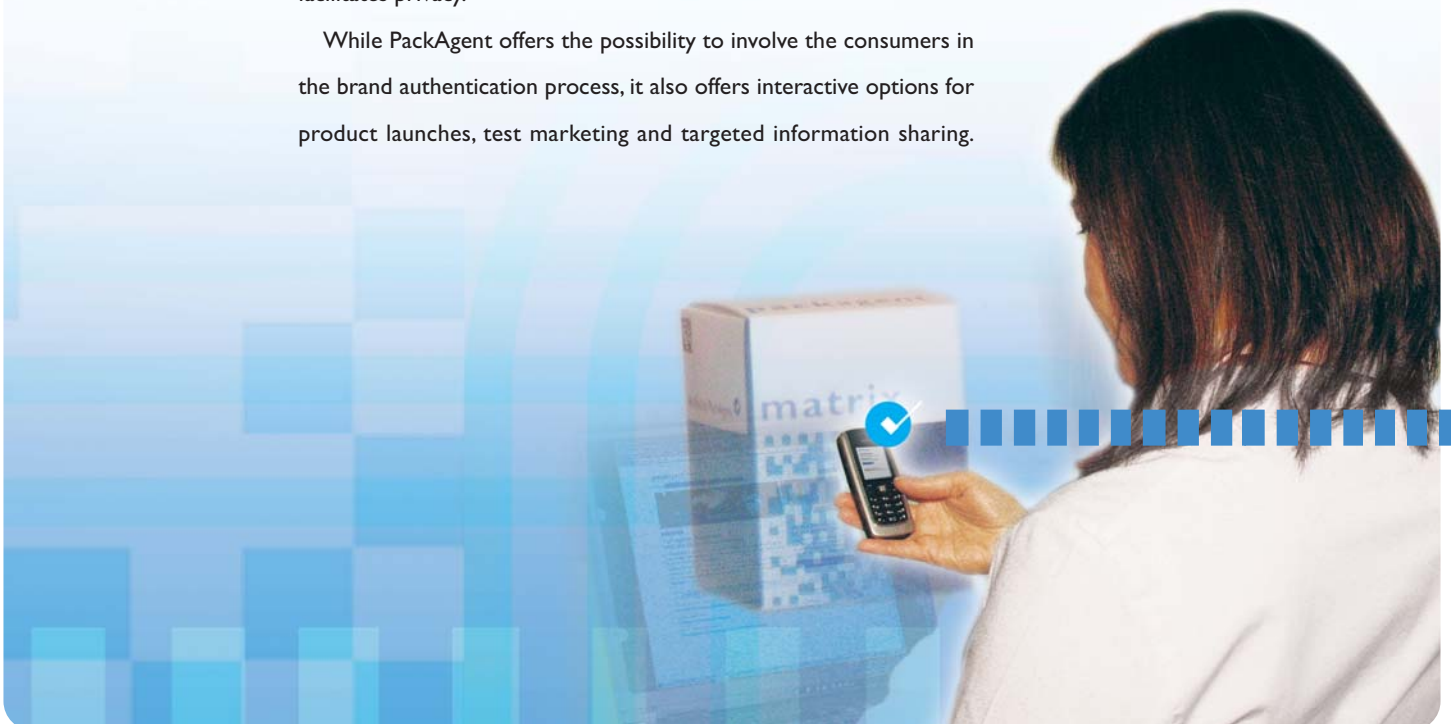
Through combatting counterfeiting, brand owners can assure consumer safety and product integrity, protect brand image and prevent the loss of revenues. Counterfeiting is an issue that no brand owner can afford to ignore.

PackAgent offers an effective brand protection solution based on real-time tracking and tracing and authentication of products throughout the supply chain.

- ✔ Consumers are increasingly interested in the safety and origin of the products they purchase. With PackAgent, you can offer this added-value service to consumers. The penetration of wireless devices and Internet connections has increased, offering new tools and possibilities for an innovative brand protection solution that is easy to use and facilitates privacy.

While PackAgent offers the possibility to involve the consumers in the brand authentication process, it also offers interactive options for product launches, test marketing and targeted information sharing.

**Making consumers
part of the brand
authentication
process**



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in the Supply Chain

MANUFACTURER

- Point-of-sale data enables better planning and exception management. Item-level information management facilitates accurate and real-time supply chain management, for example lead-time follow-up, quick reaction in the event of possible recalls and other actions. Modifying back-end ERPs can be costly, whereas a dedicated system for item-level information offers a cost-effective solution. RFID used in warehouse logistics can alone increase efficiency substantially.

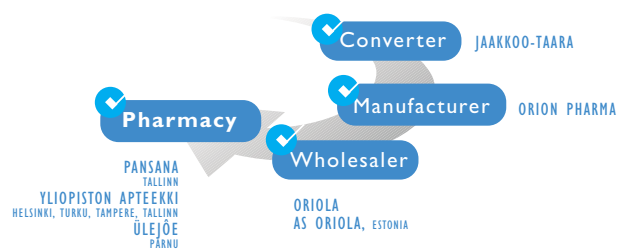
WHOLESALE

- Usage of new technologies and tracking solutions makes it easier and quicker to manage the workload associated with decreasing order sizes and increased transactions. Network type of solution reduces the need of costly point-to-point systems integration. Another benefit of peer-to-peer networks is that smaller companies can also be involved.

RETAILER

- PackAgent provides retailers an easy way to verify the origin of the product and receive relevant product information, for example, in recall situations. Item-level information can be utilized in inventory management and logistics.

“The change from bar codes to RFID labels could offer greater benefits than the change from ordinary price tags to bar codes. It could result in remarkable changes in cashing process, in logistics, drug safety and targeted customer services.”, says *Jussi Kalsta*, Customer Service



“Remarkable changes in drug safety”

Jussi Kalsta



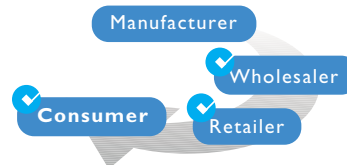
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- the Solution

PackAgent is a software solution based on the use of item-level product identification. The main functionalities are product authentication and tracking and tracing. Product authentication validates the origin and product information, whereas tracking and tracing provides the available supply chain history. Tracking history strengthens the product authentication and detects product diversion and additionally supports sales channel management.

Supply chain partners can easily collaborate and share product information in a highly efficient and scalable way. This will create an authentication network that will detect any diversions or counterfeit goods in real time. Building this network is flexible:

- Smaller partners can use the solution directly online.
- Larger enterprises can integrate it with their back-end systems.
- Existing product data structures can be utilized.
- Structure of the network can be tailored according to the respective business process.



PackAgent collects event information and stores it for reporting purposes. Supply chain partners have access to product and unit information according to business rules.

This enables efficient management of

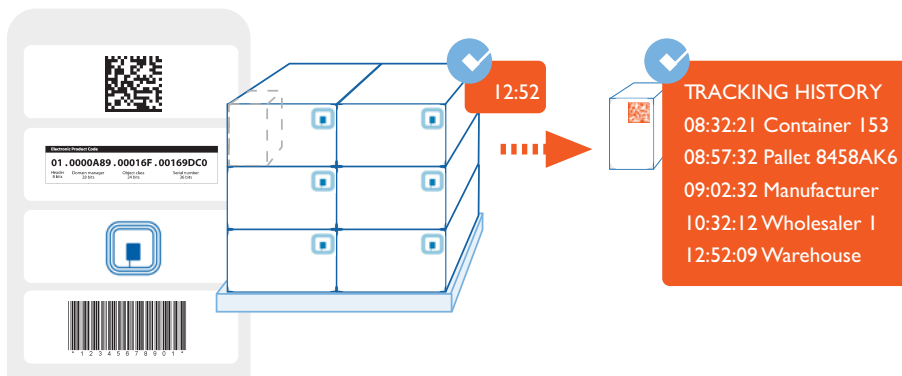
- product recalls
- point-of-sale data
- real-time demand data
- batch movement and sales channels
- regulatory reports such as ePedigree.

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Technical Information

Item-level authentication and track and trace data is in the core of PackAgent. Interfaces to readers, scanners as well as back-end systems are open, supporting most common standards. PackAgent can run as an enterprise solution or as a fully hosted service. PackAgent is built on Trackway technology.

PackAgent's transparent relations handling allows unique **item-level time and location stamps** to be created and updated automatically when pallets or containers are read and identified in the logistics chain.



Auto ID technologies	Barcodes, 2D barcodes, RFID (HF and UHF, also encrypted) and other machine readable IDs
Databases	DB2, Oracle 10g, MySQL, etc.
Operating systems	Linux, Windows, Solaris
Standards	EPC, EAN coding standards, GTIN, UPC
Networking architecture	De-centralized peer-to-peer
Networking security	Encrypted using 128bit SSL
Supported hardware	Most common RFID, barcode and mobile devices. Support for customized devices available.
Platform	Java (J2EE, J2SE, J2ME)
Integration interfaces	Web Services, SOAP

PackAgent has been initiated by Stora Enso Consumer Boards, a leading global producer of packaging boards and solutions. The company produces a wide selection of paperboards in every category and provides the largest variety of polymer coatings. Stora Enso Consumer Boards offering is tailored to various end-use areas, such as pharmaceutical, media, cosmetics and food packaging. Stora Enso Consumer Boards produces 2.6 million tonnes of paperboards annually. The main markets are Europe, North America and Asia.

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The Intelligent Solutions unit of Stora Enso Consumer Boards specializes in the development of novel applications, services and business models based on advanced information technology. PackAgent is realized and finalized in cooperation with strong partners specialized in IT system design, integration and software development. For more information about PackAgent and its availability worldwide through recognized partners qualifying as Value-Added Resellers, please use the contact information below.

