

MEETING THE COUNTERFEIT THREAT

BE SECURE IN  
OUR KNOWLEDGE



# FACING THE FACTS



*50% of drugs bought from illegal online pharmacies may be counterfeit*



*Seizures of counterfeit medicines rising annually*



*WHO estimates the global trade in fake medicines is worth \$75 billion*



*Some estimates point to 200,000 deaths a year in China alone*

The World Health Organisation estimates that 30% of medicines in parts of the developing world and 50% of drugs bought from illegal online pharmacies may be counterfeit – but the problem is not confined to the Third World or the Internet.

More worrying still are instances of counterfeits discovered at dispenser or patient level, where the drugs have been acquired through the national supply chain and in several cases consumed.

Whilst the scale of the threat is hard to quantify, WHO has suggested that 1% of prescribed drugs in the developed world may be fake.

## **The counterfeit 'arms race'**

Counterfeiting high value prescription drugs for conditions such as AIDS, malaria and heart disease is a business that offers low risk and rich rewards to unscrupulous people.

WHO estimates the global trade in fake medicines is worth £75 billion, in a market said to be growing by 13% a year.

Anecdotal evidence suggests that strongly financed organised crime syndicates are investing in the trade – and there is no doubt that counterfeiters are becoming more sophisticated and capable in the way they package and pass off their 'products'.

## **The legislative dimension**

Ronald K Noble, Interpol's Secretary General, recently expressed his shock at discovering fake drugs have killed more people than terrorism in the past 60 years. Some estimates point to 200,000 deaths a year in China alone.

Legislators are responding to the threat. In the US and the EU legislation is being developed, both to increase the penalties for drug counterfeiting and to encourage pharmaceutical companies to strengthen their countermeasures.

The consequences of non-compliance for companies are yet to be ascertained – and who can quantify the risks of litigation from counterfeit victims seeking to establish negligence?

## **Combating the threat**

Defeating the counterfeiters demands a multi-level approach, an element of which is secure packaging. To remain effective this has to incorporate the latest overt and covert technologies, now and into the future.

# WELCOME TO A SAFER WORLD

Payne have developed a multi-level range of solutions with which to secure the supply chain and authenticate products within the global pharmaceutical market.

These range from 'covert' features for use by customs agencies, authorised distributors and other parties with access to high tech readers or secure databases; to sophisticated 'overt' identifiers for those who have to rely on the evidence of their own eyes.

The result is a suite of solutions that is effective at all stages of the supply chain, virtually anywhere in the world.

## Proven technology

Our secure packaging techniques have been developed and tested in a range of global industries, where counterfeiting is an ever-present threat and regulatory requirements are tight.

By combining this capability with 30 years' experience of pharmaceutical packaging we have created powerful countermeasures equal to the challenges faced by the industry today.

## Tailored strategies

We begin every project with a thorough audit of the client's security issues and needs, from which we develop a custom solution.

This can incorporate a blend of features, from overt counterfeiting deterrents such as holograms, security seals and unique codes, to invisible markers that can be placed anywhere on the package.

These countermeasures can be fully integrated into wider solutions, such as electronic readers and secure database systems used by manufacturers, distributors or government agencies.

## Total security

Payne's technologies give you the initiative in the fight against product tampering, diversion, counterfeiting and third shift. Difficult to imitate, they make your product and brand less attractive as a target for the criminals.

Our tamper evident and signature technologies (such as holograms) will provide visible assurance to your traders, dispensers and users. Then maximise your defences with chemical markers only detectable using a matched reader.

We can tailor and combine solutions to your specific needs and, through ongoing assessment and audit, help you maintain the safety and security of your entire supply chain when it comes to products and packaging.

## Our capabilities

Our precise countermeasures and case studies must remain confidential, but please see the hypothetical scenarios included in this pack.

In brief, our capabilities include:

- Regular security assessments and audits based on governmental standards.
- Unique, visible identifiers such as holograms, colour shift inks and fine line guilloches.
- Tamper evident technology, including frangible seals.
- Covert packaging features and reader equipment.
- Anti-diversion measures including batch codes and secure databases.
- Secure production control techniques, features and systems.

# A POWERFUL REMEDY

Payne is setting the pace for innovation in security solutions, so that you can stay ahead in the battle against even the most sophisticated counterfeit criminals.

We combine cutting edge technology with over 30 years' pharmaceutical experience – to deliver product authentication and multi-level solutions that span the full covert, overt and forensic security spectrum.

## Solutions for the long term

The counterfeiting threat is continually developing so we aim to build long-term partnerships with clients, to keep their products secure now and into the future.

Our solutions are powered by the global R&D network, which is at the forefront of product and brand protection technology and risk assessment.

Furthermore, state of the art print facilities mean we can quickly and flexibly vary your packaging output so that you can retain the initiative in the fight against counterfeit crime.

## Strategic partnerships

Operating from 8 sites in 7 countries, Payne has a detailed understanding of the Pharmaceutical and Healthcare industry, gained from our strategic partnerships with many leading manufacturers and retailers worldwide.

This is reflected by our production facilities, which are accredited to PS9000:2008 pharmaceutical packaging standards and organised to dovetail with the unique supply chain requirements of the industry.

## The bigger picture

We maintain high levels of physical security, backed by integrated management information systems, to ensure the total traceability of your consignments and security of your production runs.

You will also be dealing with an experienced, multi-skilled team, including many long servers, who will provide expert advice and OTIF delivery rates in line with World-Class Manufacturing levels.

Looking to the wider picture, Payne develops anti-counterfeiting measures for many of the world's most regulated industries. The scope and scale of our R&D effort places real impetus behind our drive for continuous innovation.

To find out more please go to

[www.payne-worldwide.com](http://www.payne-worldwide.com)







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