

safety in numbers

**Making every single product item
unique, safe and informative**

kezzler

Business and mission

Kezzler develops and delivers solutions for online product authentication, marketing and track-and-trace based on secure, unique and random alphanumeric security codes managed and verified via Internet

Kezzler's solutions put the control of product safety with brand owners and consumers

Basic concept

Computerized real time management and verification of product items using the Internet

Resolving matters

Counterfeiting

Diversion

Overruns and outsourcing control

Dynamic product information updates during market circulation

Product traceability

Every single item is given an unique identity

Every single item can be identified !

LFPAG7W2LKD4WUI2

HK2IWF0HU20KA8M7

SKWFDQU8AOQTI272

IA2DUF5K72WOHMFV

253FIAEUGU2MMK7W

W27IX8CSAUD0KN2F

WQ2HKAU1QE2X7GIF

O2KZWFUAINUU6B27

Intentor SSP

The pharmaceutical company manages every aspect of the product safety by using Kezzler's Intentor software available over the Internet

... we call this Product Business Logic

The kezzlercode

Every single code is unique and non re-occurring

The codes are random

Scaleable to billions and billions of codes

No storage of codes (self-contained)

Secure

Provides user friendly product business logic for both
the brand owner and product consumers

764HDJFD, 122HDF45X

Kezzlercode anatomy

7.96 x 10²⁴ possible kezzlercodes available

Up to 50 million codes for every batch

Generated and authenticated codes are not stored !

Delivery file (for printing) only 17,6 Mb/million codes

4ZL5R35S , P47FCQ3G

Life cycle

1

Codes ordered and generated by the brand owner

2

Codes transferred to the products

3A

Codes authenticated on web by users

3B

Day to day management by the brand owner

Empowering technology

- Unique protection of HIGH VOLUME products**
- Instant verification of products without ambiguity**
- Targeted value added product information**
- Communication with users enabled by the product itself !**
 - ... for every single product item**
- Control, documentation and traceability of products**
- Market intelligence**
- Easy to use, no special tools required**
- Low cost**

Technology leap

No storage of codes

→ **BIG DIFFERENCE**

Number of generated codes does not affect system performance

Product lines

Product authentication

- Internet verification
- Attached Tagged Information, ATI

Track-and-trace

- Real time information about the products throughout the supply chain, from shipping to the consumer

Marketing

- Consumer Competitions
- Vouchers
- Discount and loyalty system
- Clearing Central
- CSP (Consumer Service Point)

Complimentary solutions

Holograms and DOVIDS

Taggants

Security paper

Special inks with readers

Radio Frequency Identification, RFID

No protection !

**Kezzlercoding is complementary to many of the above
as they can be regarded as data carriers**

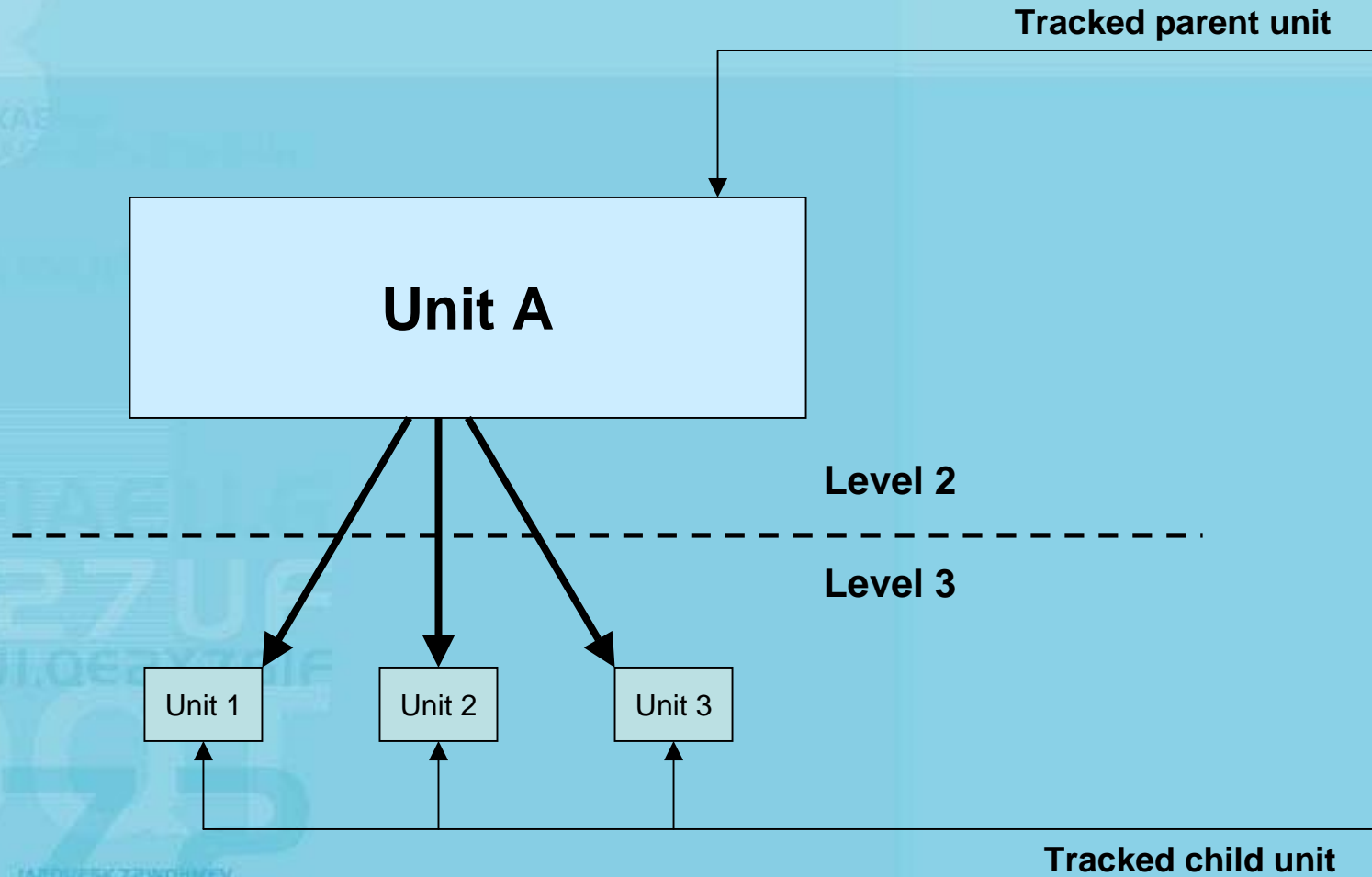
Track-and-trace

A track-and-trace system provides the brand owner with accurate and timely information about the products throughout the supply chain, from shipping to the consumer

It is imperative that a track-and-trace system can uniquely mark and identify every unit that is tracked

Track-and-trace business logic manages the relationships of every packaging level in order to trace back *any* unit to its origin

The tracking process



The data carrier - the vehicle of identity

In principle track-and-trace only needs Internet and visual printed identification markings to work

These can be manually keyed in over the Internet

More sophisticated data carriers, ranging from barcode to RFID, provide a way of automating the process to save time and further enhance security

... so you can use the infrastructure already in place !

Key difference between PA and T&T

Track and trace can document the detailed *history* of all units

- optimized for controlling and documenting the internal supply chain

Product Authentication can document the *origin* of all items

- optimized for high volumes and for consumer use

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www.kezzler.com

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