

Anti-Counterfeit Solution

Zuellig Pharma **Specialty Solutions Group** (SSG) is the pioneering pan-Asian regional consultancy and bio-logistic services division of Zuellig Pharma Asia Pacific, Asia's leading pharmaceutical and healthcare distribution company.

SSG leverages Zuellig Pharma's cutting-edge pan-Asian infrastructure to provide customized, valued added bio-logistic solutions. SSG offers complementary supply chain and logistics solutions to principals in the pharmaceutical, life-science and medical industry.



ZUELLIG PHARMA



Specialty Solutions Group

Real-time Intelligence

Flexible & Powerful Solution

Based on recent World Health Organization (WHO) estimates, approximately 25% of drugs sold in developing countries in Asia are counterfeit, with the financial cost of this illegal activity approaching US\$90 billion by 2015. Counterfeits, along with parallel trading and diversion activities, pose a serious and persistent challenge to the pharmaceutical industry.

Zuellig Pharma SSG has proactively developed a serialisation based anti-counterfeit solution called **ZiP CHECK**, which provides Principals with track & trace and real-time SMS authentication capability for their products. The core of the solution is enabled by the generation of a unique serial number which can be securely tracked and verified along a product supply chain.

Depending on the type of challenge faced by the Principal, the solution offers the flexibility to implement the capabilities independently, or in combination to achieve the stated objectives. Additionally, the data collected in the process can potentially be used to drive after-sales consumer interactions. The overall result is a powerful solution that will deliver tangible benefits to a cross-section of stakeholders, including product security, supply chain, sales, and product management.



Track & Trace

ZiP CHECK enables a product to be tracked from the point of serialisation. It is designed to create an ongoing product history whenever the product is checked within the supply chain from manufacturer through to the retail outlet. The built-in rules and alerts deliver real-time feedback which can be used to identify parallel trading or unauthorized diversion activities.



Real-time SMS Authentication

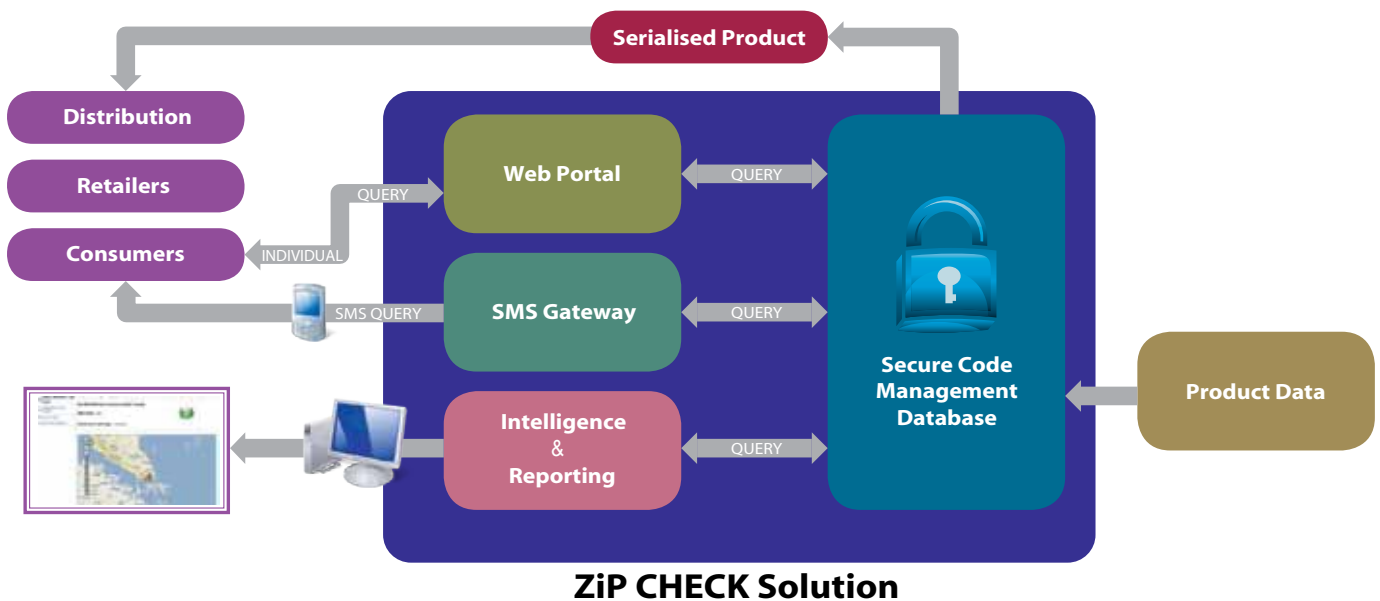
The unique serial number can be used by the consumer to accurately verify a product at the point of purchase by SMS to a local number. Upon successful authentication, ZIP CHECK delivers product data and authentication feedback to the consumer in real-time via SMS.



Solution Benefits

- Strong deterrence to counterfeiting activity
- Identify parallel trading and diversion activities
- Promote safety and consumer confidence in products and brand
- Ensure supply chain security and control
- Flexibility of implementation to match Principal requirements and solution objectives
- Utilizes open standards and equipment enabling easy and cost effective implementation

Solution components and processes



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Regional

Corporate Headquarters

Zuellig Pharma Asia Pacific
Tel: +852 2845 2677
Fax: +852 2877 5647

Zuellig Pharma
Specialty Solutions Group
Tel: +65 6546 8188
Fax: +65 6546 8288
enquiry@zuelligpharma.com
www.zuelligpharma.com/ssg

Bangladesh

Zuellig Pharma
Bangladesh Ltd
Tel: +880 (2) 883 1161
Fax: +880 (2) 988 5313

Hong Kong & Macau

Zuellig Pharma Ltd
Tel: +852 2856 3632
Fax: +852 2590 7186

Indonesia

PT Anugerah
Pharmindo Lestari
Tel: +62 (21) 345 6008
Fax: +62 (21) 345 6063

Korea

Zuellig Pharma Korea Ltd
Tel: +82 (2) 2006 0600
Fax: +82 (2) 2006 0650

Malaysia & Brunei

Zuellig Pharma Sdn Bhd
Tel: +60 (3) 5566 2288
Fax: +60 (3) 5566 2388

Philippines

Zuellig Pharma Corporation
Tel: +63 (2) 908 2222
Fax: +63 (2) 556 3942

Singapore

Zuellig Pharma Pte Ltd
Tel: +65 6546 8188
Fax: +65 6546 8288

Taiwan

Zuellig Pharma, Inc.
Tel: +886 (2) 2570 0064
Fax: +886 (2) 2578 1588

Thailand

Zuellig Pharma Ltd
Tel: +66 (2) 656 9800
Fax: +66 (2) 656 9801

Vietnam & Cambodia

Zuellig Pharma
Vietnam Ltd
Tel: +84 (8) 910 2650
Fax: +84 (8) 910 2651

