

CASE STUDY :

USING YOUR PACKAGING TO DETECT YOUR GREY MARKETS RESSELLER

Spirit strategies and Innovation
conference – 18/10/2023

WHITE MARKET



Regulated trading under legal framework

Illicit trade

GRAY MARKET



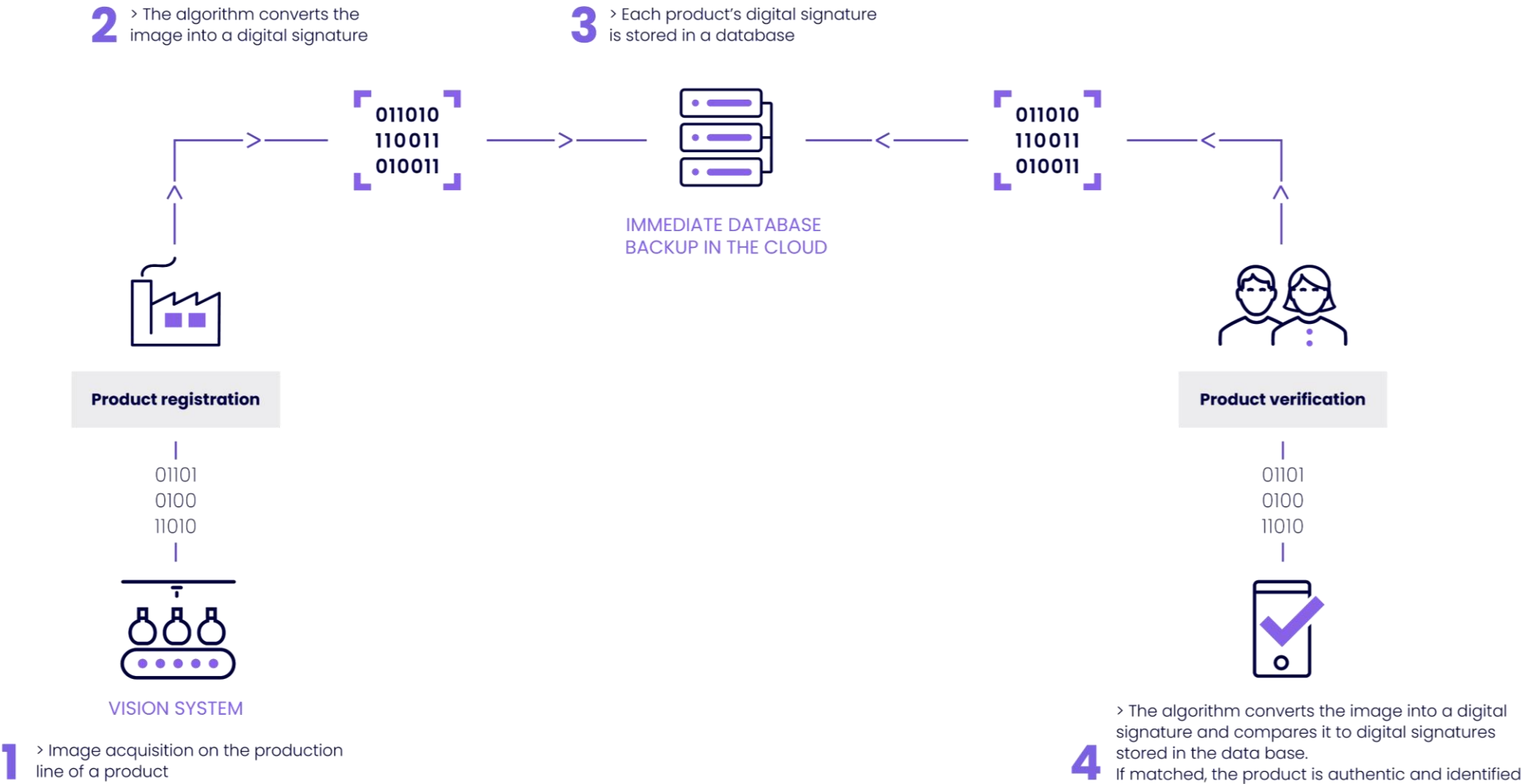
Unauthorized trading but it is not illegal

BLACK MARKET

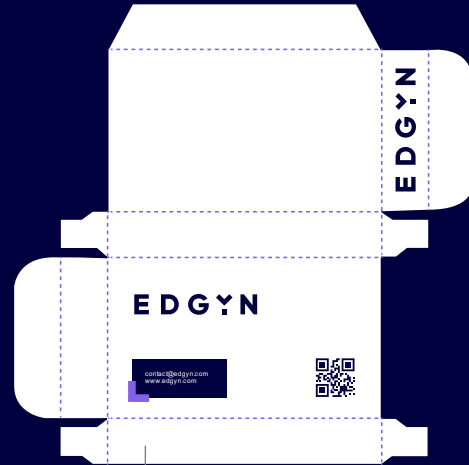


Illegal and unregulated trading.

HOW IT WORKS

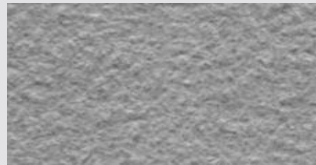


PATENTED PROPRIETARY E-FINGERPRINT TECHNOLOGY



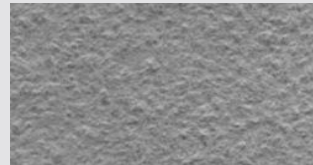
Product A

Signature : 47596015760



Product B

Signature : 69506U19508



100% DIGITAL :

NOTHING IS ADDED TO THE
PRODUCT, NO PRINTING,
NO PACKAGING
MODIFICATION



ULTIMATE TOOL AGAIN GREY MARKETS

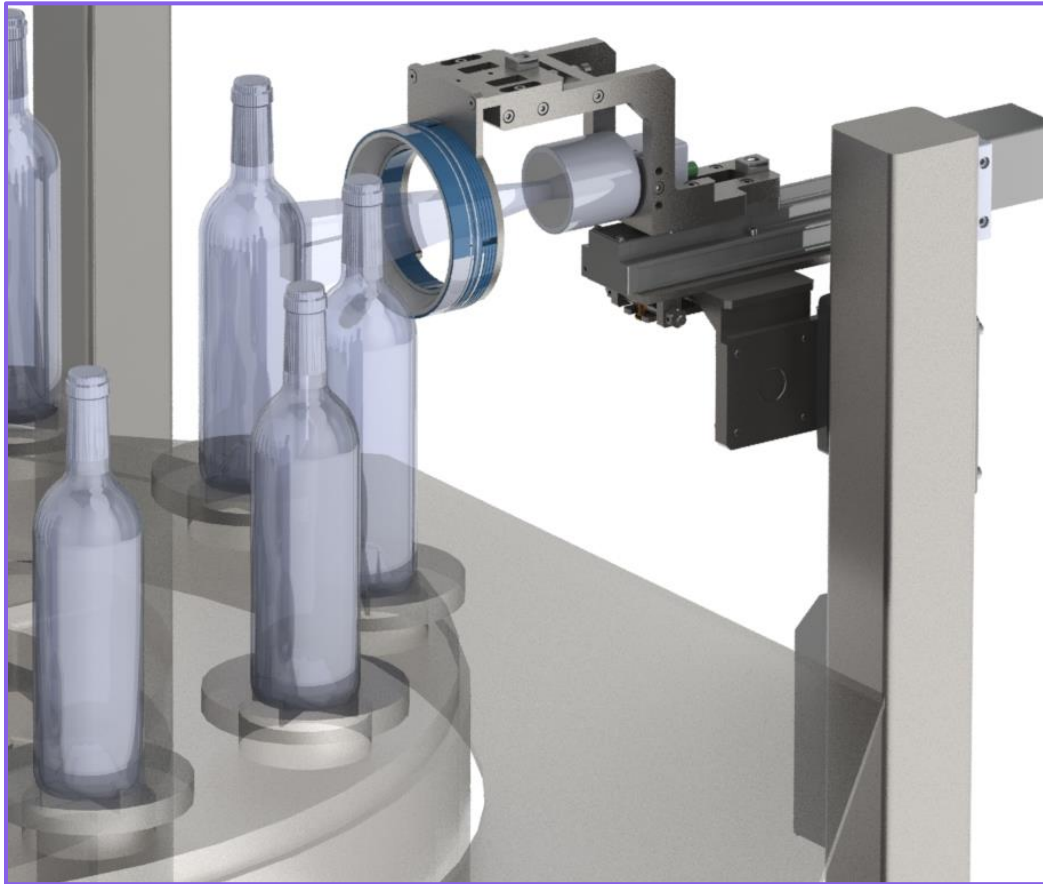
1 REGISTRATION OF PRODUCT'S DIGITAL FINGERPRINT



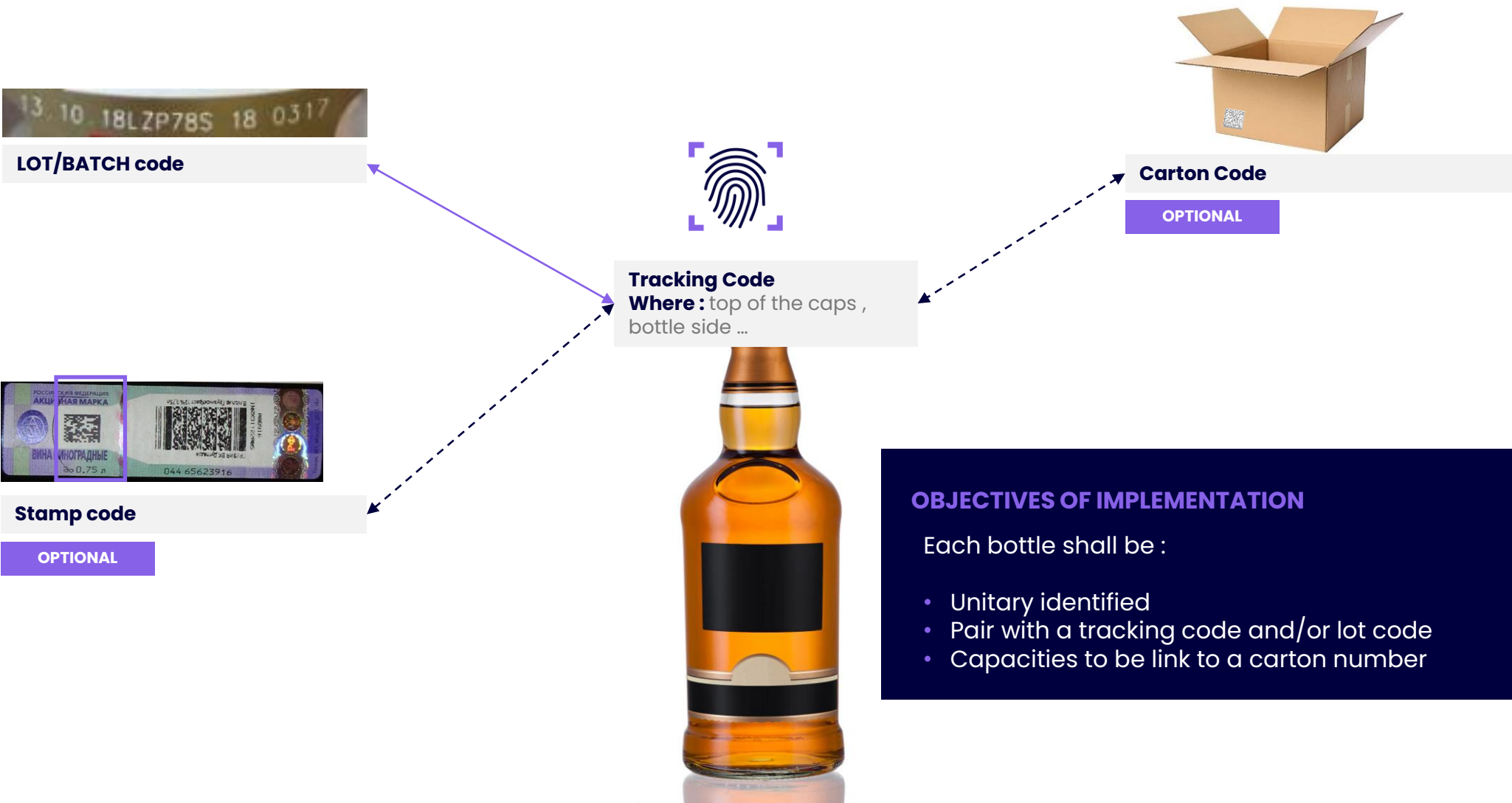
2 VERIFICATION OF THE PRODUCT



SIDE BOTTLE



CONNECT THE DOTS

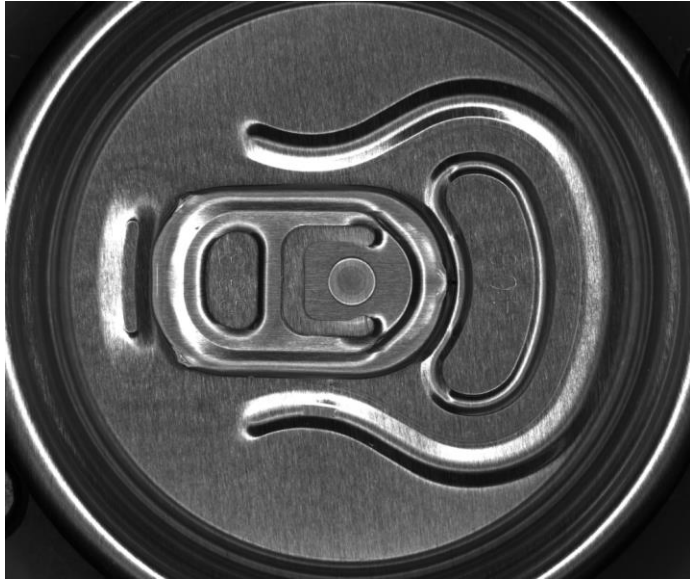


OBJECTIVES OF IMPLEMENTATION

Each bottle shall be :

- Unitary identified
- Pair with a tracking code and/or lot code
- Capacities to be link to a carton number

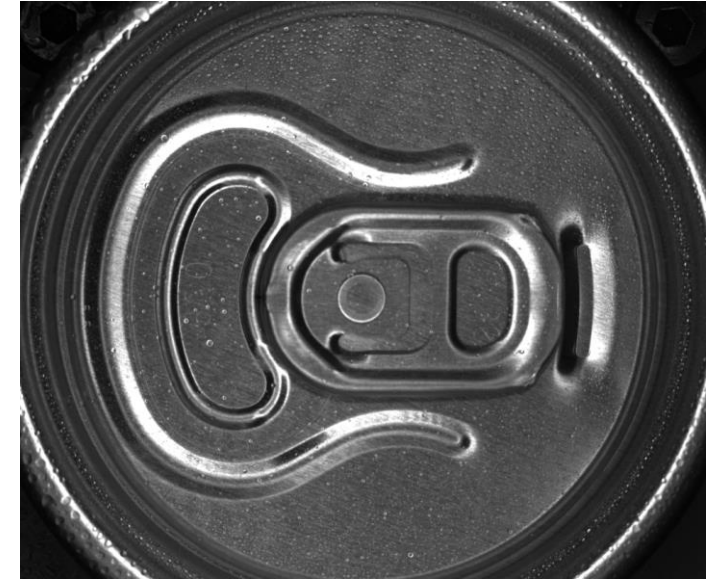
SBI ON CANS



EDGYN Fingerprint illustration
(picture) on **GOLD CAN**



EDGYN Fingerprint illustration (picture) on **SILVER CAN**, verification on
WET ENVIRONEMENT



WHAT EDGYN CAN OFFER

DISCOVER MORE



1. DIGITAL FINGERPRINT



- Anti counterfeiting
- Anti Diversion
- Traceability
- Consumer interaction



2. SECURITY INKS & TAGGANT



- Anti counterfeiting
- Anti Diversion



3. SMART SECURITY LABELS



- Tamper evidence
- Anti counterfeiting
- Traceability
- Consumer interaction

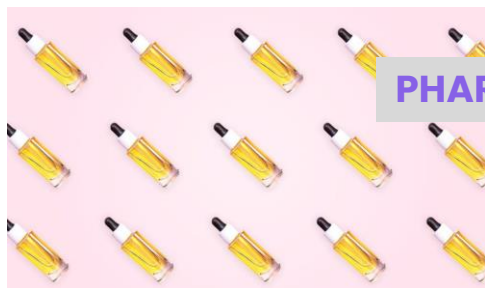
PROVEN TRACK RECORD



SPIRITS



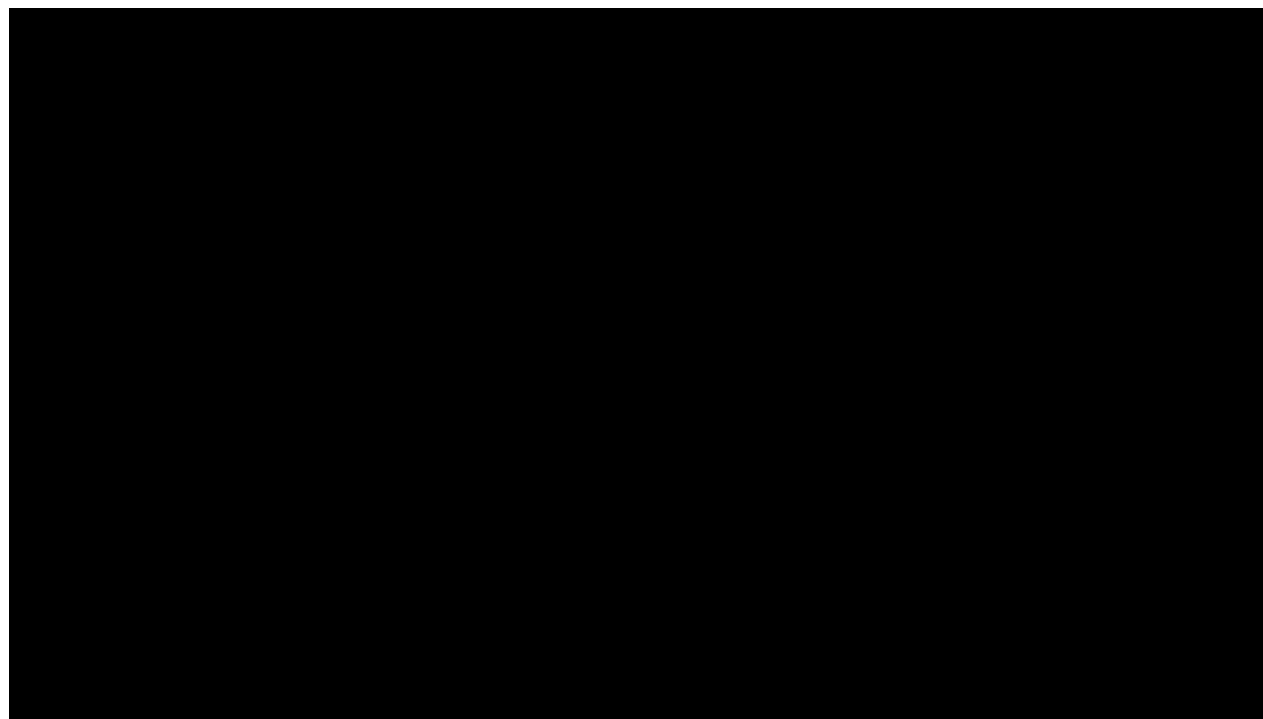
COSMETICS



PHARMA

ROYAL CANADIAN MINT

Since 10 years protecting gold and silver coins
with EDGYN' digital fingerprint solution



According to Pierre Justino (ex - Vice President, Marketing), from the Royal Canadian Mint :
"Our technology against anticounterfeiting based on digital non destructive activation is the most advanced and comprehensive in the world to authenticate investment coins".

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Camille DISS
CPO, business & Marketing manager
at EDGYN

