

# SERIALISATION 101

**WANT TO EXPORT TO CHINA?**  
**Are you aware of the new CNCA guidelines?**



Protect consumer safety

Improve traceability

Build brand integrity

**Better transparency:** give you and your trading partners visibility  
**Anti-counterfeiting:** making it more difficult (and less financially viable) for counterfeiters to enter  
**Minimise recalls:** shrinking loss recovery  
**Protect your brand:** Detect and manage counterfeit product threats  
**Build consumer trust:** through product verification or authentication



## HOW DOES IT WORK?

Code

Scan

Trace

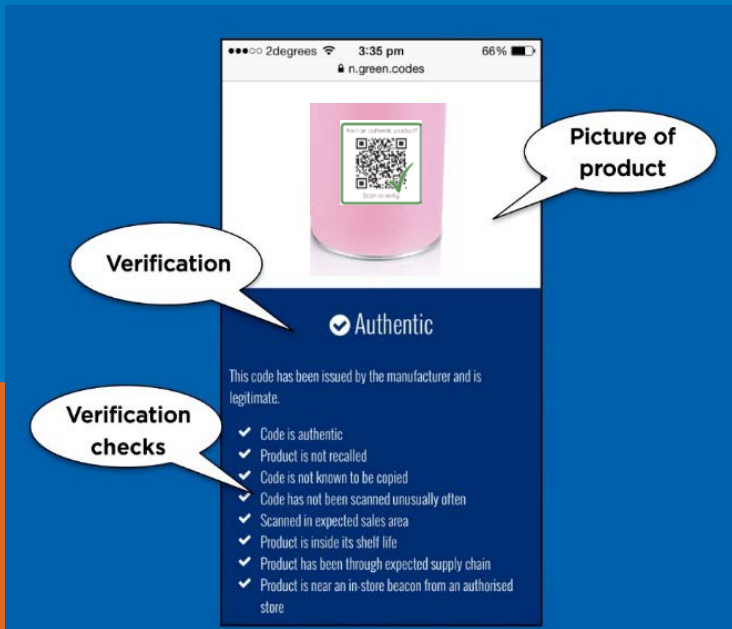
Each product has a unique CODE:  
 QR/ Datamatrix/ Alphanumeric/ Serialised Barcode

The consumers use their smart phone to scan this code/ check this code

The product authenticity is verified

+  
 Direct marketing opportunity for brand owners

+  
 Brand owners get geo location data on where the product is being scanned



## BEHIND THE SCENE...

Backend systems & integration

Unique code generated & recorded

Unique code printed & checked

- STEP 1: CODE GENERATED (Serialisation software partner)
- STEP 2: CODE SENT (to code management software + coder/labeller)
- STEP 3: CODE PRINTED/ ETCHED (onto the product on the production line)
- STEP 4: CODE CHECKED (in-line validation/ verification)
- STEP 5: CODE ACTIVATED (by the Serialisation software partner)
- STEP 6: PRODUCT SHIPPED (potential to track the product through the supply chain)
- STEP 7: CONSUMER SCANS (From the retail shelf)
- STEP 8: CODE VALIDATED (code scanned to authenticate product)
- STEP 9: **HAPPY CONSUMER (Consumer knows it's a genuine product)**
- STEP 10: **HAPPY BRAND OWNER** (owner gets a report on which code is scanned with geo location)

## WHAT DO YOU NEED TO GET IT RIGHT?

Testing

Robust processes

Right partners



- TIP 1: Test test test on various product substrates, with all label formats & designs
- TIP 2: Seamless integration for data flow
- TIP 3: In-line validation
- TIP 4: Develop process for rejects & rework
- TIP5: Start with product, then move to carton and pallet (aggregation)

**CALL MATTHEWS AUSTRALASIA TO DISCUSS IMPLEMENTING SERIALISATION ON YOUR PRODUCTION LINE.**

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 B: <http://blog.matthews.com.au>

