

The Authentication Times

The Official magazine of Authentication Solution Provider's Association (ASPA)

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Food & Beverages - Quality & Safety

An overview on recent regulation,
product recall, authentication & traceability



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Architects of the next generation Inkjet Solutions

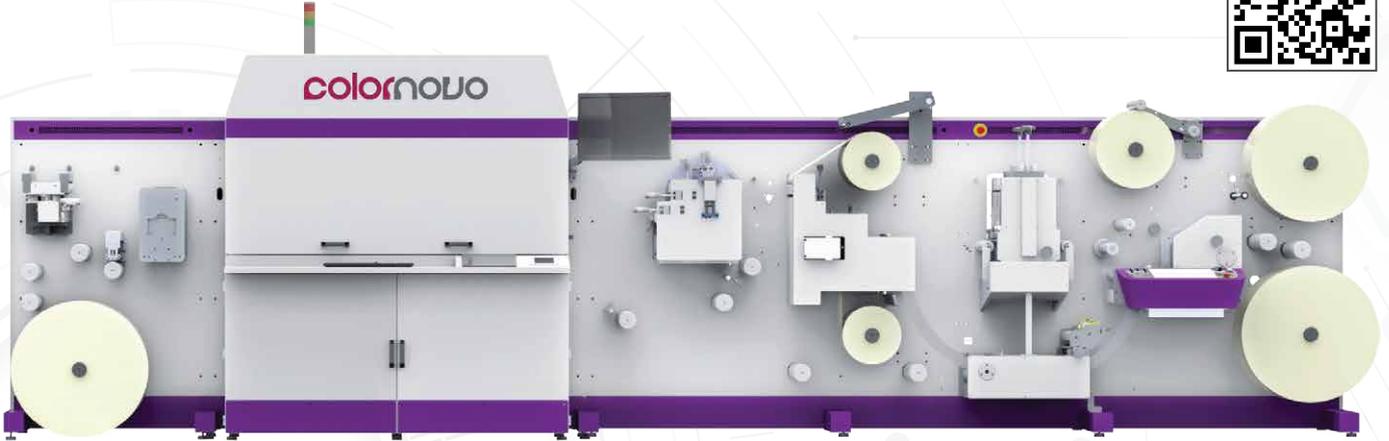


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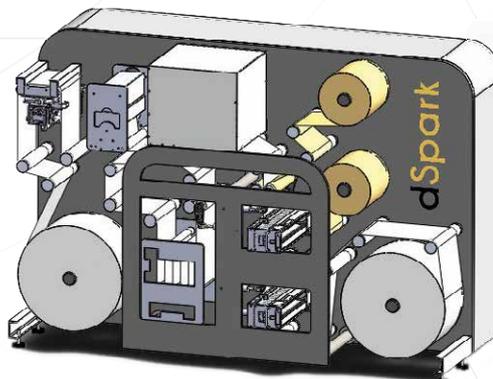
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Editor's Corner



Chander S Jeena
Editor
The Authentication Times

Dear Readers,

Welcome to the 38th edition of The Authentication Times.

We hope you are doing well, staying healthy, and, most importantly, taking care of your loved ones. The pandemic COVID-19 is affecting all of us and we can only face it all together. Let's all work together to remain calm, be positive and fight this outbreak.

Firstly, we request all stakeholders to #Stayhome and practice social distancing. While there are various myths and rumors are spreading, we would suggest adhering to some practices while forwarding these messages at social media. Various other concerns are increasing among the public including the news of getting fake personal protection equipment's, including sanitizers & masks. Witnessing a scarcity of sanitizers and face masks since the COVID-19 outbreak, Counterfeiters and profiteers have offered the bogus public treatments and unfounded advice. These are ideal conditions for criminals to capitalize on people's fears by advertising falsified therapies and vaccines and spreading rumors of potential cures. In this challenging situation, being vigilant is the most important thing (*Please refer our special page on COVID-19 & Counterfeiting*).

Secondly, referring to current issue, we are highlighting the issue of "Food & Beverages Safety & Quality – An overview on recent regulation, product recall, authentication & traceability". Apart from it, you will also find various authentication & traceability initiative various countries are adopting in combating illicit trade, smuggling and counterfeiting. This is a positive step and we hope more and more countries will come together in fighting illicit trade.

We hope you will find this issue informative and interesting and as always, we look forward to receiving your feedback. If you have any news, contributions or comments for the editorial team, please feel free to email us at info@aspaglobal.com

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Food & beverage quality & safety

An overview on recent regulation, product recall, authentication & traceability

by Chander S Jeena

Introduction:

Food & beverage quality & safety is an important issue worldwide. The determination of food authenticity is a vital component of quality control. Its importance has been highlighted in recent years by various high-profile cases in the global supply chain.

Europol OPSON VIII operation coordinated by Europol's Intellectual Property Crime Coordinated Coalition and INTERPOL which ran from December 2018 through April 2019. Enforcement agencies, regulatory authorities, and private sector partners from approximately 78 countries took part in this operation resulted in more than 67,000 checks carried out at shops, markets, airports, seaports, and industrial estates. In total, 672 individuals were arrested during the Operation, around 16,000 tonnes, and 33 million litres of likely fake food and drink worth of €100 million seized.

In Indian scenario, the situation is not different. As per findings, the Food regulator analyses a total of 106,459 samples across the country and find over 15.8 percent food samples as sub-standard, 3.7 percent unsafe, and 9 percent mislabeled during the year 2018-19. It is the first year the data has been compiled for unsafe, sub-standard and labeling defects separately. At least ten states in India are unequipped to ensure food safety, owing to scarcity of staff and food testing laboratory infrastructure.

Few years back, Harcourt Butler Technical University conducted a research in Kanpur, Uttar Pradesh which is a big market for edible oil and supplies to various States. The report found that 70 percent of our mustard oil available in market is adulterated. In such a situation, finding 70 percent adulteration in more than 120 samples of oil of 30 big companies is a very dangerous sign. In 15 percent of the samples, mustard was less than 20 percent, that is, it did not know what oil was. Last year in December 2019, Delhi Police have busted a gang involved in manufacturing of fake cumin operating from last 7 years. The police seized fake cumin more than 450+ bags each containing 20 Kg of cumin made of stone dust, semolina and a grass paste.

According to our (Authentication Solution Providers' Association), findings there have been an increase of counterfeiting incident in country by 15 percent in year 2019 over 2018 (for period January – October).

Food quality and safety have never been important priority. In all these cases, the findings were shocking, they are mixing such things which, even if minor diseases, are also causing cancer cells in the body to grow without cause. They are also causing heart attacks. All this is happening in the branded items, for which you and we agree that while paying a heavy price, it would be good.



“As per findings, the Food regulator analyses a total of 106,459 samples across the country and find over 15.8 percent food samples as sub-standard, 3.7 percent unsafe, and 9 percent mislabeled during the year 2018-19.”

“Today,
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complexity, recalls
are inevitable.”

Regulation, accountability

The Consumer Protection Bill 2019 has been passed by Parliament, replacing the more than three decades old Consumer Protection Act, 1986. While the earlier law did cover unfair trade practices, the current one makes it more comprehensive. It is a major step forward in consumer empowerment. One of the silent features of the bill is Product liability clause. The clause empowers consumers to claim compensation from products manufacturers for injury or damage caused by defective goods or deficient services. The defect could be manufacturing, design or deviation from manufacturing specifications. The bill presents an opportunity for Brand owners to re-evaluate their Brand Protection, Anti-Counterfeiting and Supply chain strategies considering increase in counterfeiting activities. In this situation, it has become important for brand owners to re-visit their strategies to ensure consumers receive authentic products. More than that, they need to think of engaging consumers in product authentication to avoid such instances as well as enhancing brand & consumer loyalty.

The Food Safety and Standards Authority of India (FSSAI) had last year issued a regulation on alcoholic beverages and the same became effective from April 1, 2019. As per this regulation, all liquor bottles need to carry a statutory warning that “consumption of alcohol is injurious to health. Be safe-dont drink and drive”. So far, it was primarily regulated by excise commissioners and they were only looking at alcoholic content and the toxic substances in alcohol. Now, there are far more elaborate standards that are benchmarked with the global standards and in certain cases, they have taken the Indian context also in consideration. In addition to excise commissioners, the food safety commissioners would also look into the enforcement of these standards.

While these are inter-related regulation, there is still lot to be

done. The food processing industry is governed by the Food Safety and Standards Act in 2005. Vision 2015 of the government lays the roadmap charted for massive restructuring of the sector, including steps to rationalise the tax regime so that food products become affordable; a boost to farm and food processing sector financing; tightening food standards and safety systems in line with international norms; focusing R&D on global challenges; building Indian food product brand consciousness, particularly overseas; and to provide incentives for public-private partnerships on infrastructure strengthening. However, ‘The Food Safety and Standards Bill 2005’ has failed to pay the deserved attention to the crucial issue of traceability guidelines for the food supply chain—an exclusion that is detrimental to the goal of consumer safety.

Product recall

Globally, evolving industry regulations, requirements, and customer preference continue to complicate food and beverage labelling. From complying with broad-sweeping reforms designed to better inform end consumers to preparing for pending regulations, it’s more important than ever before for manufacturers to have an agile labelling environment to meet today’s requirements and to be prepare that will be required in future. Today, governments and businesses are dealing with the reality that given global supply chains and increased product complexity, recalls are inevitable. The FSSAI introduced the recall process draft and code in 2011, but there is need for stronger enforcement of safety standards and recall data. In India, an integrated regulatory framework for product recalls has been largely absent, unlike in other countries.

In last seven years across the automobile, drugs and food sectors reveals 29 recall events in India. In contrast, the US Food and Drug Administration import refusal list for India across food, drug and cosmetic

products, in 2019 alone reveals an average of 162 refusals monthly from firms such as Dabur, Parle, Haldiram's, Vicco, Cipla and Sun Pharma for reasons ranging from mislabelling, adulteration and being unsafe for consumption to poor manufacturing practices.

Also striking is the fact that in India almost all automobile recalls were initiated by companies whereas in the food and drugs case they were imposed by regulatory authorities. A case in point is the Maggi recall initiated by the Food Safety and Standards Authority of India (FSSAI). Research suggests that firm-initiated preventive recalls are indicative of mature internal quality control systems which may be the case in automobiles.

How do food manufacturers stay ahead of regulations?

With the increase in the retail sector, changing lifestyle, convenience, and healthier food options, packaged food in India is growing on a year to year basis, so is the increasing demand for secured packaging. The regulations present an opportunity for brand owners to re-evaluate their Brand Protection, Anti-Counterfeiting, and Supply chain strategies considering an increase in counterfeiting activities. In this situation, it has become imperative for brand owners to revisit their plans to ensure that consumers receive authentic products.

The industry and policymakers in the food industry can take references and benefit from tested solutions adopted by another industry sector, including Beverages, Liquor, and Pharmaceutical industry. There are two challenges for the brands - detecting counterfeit as well as stopping diversion. We need to ensure the product is not replicated and has not been removed from the supply chain, tampered with, and then re-entered into the system at a different country and location.

Anti-counterfeiting measures protect both the manufacturer and the end-user from counterfeit or tampered products. So, manufacturers must adopt anti-counterfeiting solutions to protect their products and ensure the safety of consumers by creating awareness around measures they are taking.

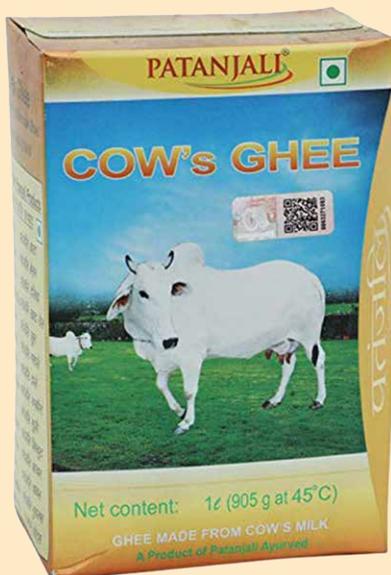
Secure packaging ensures that the product is genuine and has not tampered.

To prevent tampering and adulteration, food manufacturers can apply deterrents to each of these items of packaging. Physical solutions such as tamper-evident hologram, holographic shrink sleeves, hidden text printed using security or magnetic ink solutions can be of used which act as first deterrents to the counterfeiter. The hidden and covert features help trained person in identifying fake product with genuine (See example *physical and digital anti-counterfeiting solution on Patanjali Desi Ghee.*)

Physical – when security meets digital (securing supply chain)

The use of digital technologies over and above the physical solutions takes the anti-counterfeiting features one step further, addressing and curbing supply chain issues. A unique serial number (URN) is a randomized number printed onto the product's packaging. As it is unique, it can be used to define precisely who manufactured the item, where it made its journey through the supply chain and the country or state of origin. This type of serialization at the item level is vital in the fight against counterfeiting. The first step in traceability is labeling.

By using barcode/QR code labelling/RFID, manufacturers can track products as they are leaving the warehouse, as each pallet is scanned and placed onto a truck for delivery. Scanning/detection at each



Pic: Physical Authentication Solutions on Patanjali Brand

point in the supply chain enables manufacturers to record every movement of each product through the system. Combined with the information gathered by the WES (Warehouse Execution System), manufacturers can trace:

- What time the product went into or out of specific controlled environments;
- What time and for how much time the product was out of the controlled environment;
- What time the product loaded onto the vehicle for delivery;
- For how much time the product was on the vehicle and at what temperature it was stored;
- What time the product reached its destination;
- How long the product sat in a location; and
- What time the product was put back into a controlled environment at the delivery location.

Tracking products during the delivery phase is essential not only to ensure the products are on time but tracing these additional variables to help eliminate potential product damage or food spoilage in transit-preventing recalls and lost revenue.

Recent blockchain based traceability developments

Cargill, one of largest food manufacturer, also debuted a blockchain pilot program that allowed consumers to track where their turkey originated. In the program, consumers in select markets were able to enter an on-package code at *HoneysuckleWhite.com* to access the farms' location by state and county, view the family farm

story, see photos from the farm, and read a message from the farmer. This example illustrates how blockchain can work to keep secure records of a product's complete provenance. Cargill is also making progress by increasing traceability across their global palm oil supply chain. In India, for example, traceability to the mill level has grown significantly in the last four years – from 0 percent at the end of 2014 to 90 percent at the end of 2018.

Punjab Agri Export Corporation (Pagrexo), decided to deploy blockchain technology in potato fields from the rabi season. The project involved certification and traceability of seed potato right from the nucleus to the seed level (harvest). Under the project, the quality of seeds is checked before sowing and geo-tagged. Similarly, the Tea Board India is also considering the use of blockchain to implement complete traceability of tea right from the plantation stage till the time it is sold to the buyer.

Conclusion

Determination of food authenticity is a vital part of quality control. After all, authenticity is also a quality criterion and validation for food and

food ingredients. Consumers and retailers demand and should demand that the products they purchase, and sell are what they purport to be.

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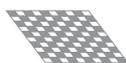
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China infant formula traceability project mini program



Pic: Aptamil baby formula pack with dual outer & inner QR codes part of Danone's new Track & Connect Service



Consumers can use TrackEasy to scan directly from China's WeChat app. Pic: FrieslandCampina

“20 manufacturers have joined the platform which has accumulated nearly 800 million pieces of supply chain information.”

China's Ministry of Industry & Information Technology (MIIT) and WeChat, the country's messaging service joint hands to develop their WeChat mini program for infant formula traceability. Twenty manufacturers have joined the platform which has accumulated nearly 800 million pieces of supply chain information. According to MIIT officials, the mini program was a build up on the enterprises existing systems around product traceability, quality & safety. The development was a major step improving reputation of local infant formula products as well country resolute in reviving its infant formula industry. The step was Chinese authorities hoped to revive its infant formula industry hard hit by the the Melamine scandal within the next three years. According to a report by The Lancet, China account for the more than half of global sales in infant formula, estimated to reach a value of US\$ 70 billion in 2019.

Use of WeChat: Stopping false information from spreading

Beside the traceability, the authorities also aim to stop the spread of false information via the setting up of a WeChat public account. In addition, the authorities also aim to drive a greater use of IoT (Internet of Things) amongst firms producing consumer goods via WeChat.

Latest developments

Recently, Danone launches its new traceability service “Track & Connect” for its infant formula in China, followed by other Asia-Pacific markets as well as Australia and New Zealand throughout the year. There are two unique QR codes, one outside the packaging which can be scanned any time before purchase, and another one inside the packaging. The QR codes are printed in-house and laser marked on their infant formula packaging in its production facilities. The aim is to leverage this dual-QR code packaging innovation to introduce customised after-sale support and services – such as health and nutrition apps and information, useful ‘how to’ parenting videos and access to customer helplines or online e-commerce services. The Track & Connect service will also allow Danone and its distributors and retailers to more easily forecast consumer demand and consumer preferences.

This new service is powered by blockchain, serialisation and aggregation technology, which, Danone said, offer a safe and secure method of storing data and information on the movement of baby formula products through the supply chain.

Similarly, another infant formula brand, Frisco, has also launched a TrackEasy Service for its products exported to China last year, developed jointly with Kezzler.

According to officials, consumers can scan the product via social platform, WeChat and check for authenticity and information on milk collection, production process, quality auditing, packaging and export. At the end it is “to help eliminate concerns about counterfeiting in China”.



Food markets use blockchain for traceability, supervision



“Currently, the food traceability platform covers 8,018 businesses in 90 agricultural markets across the city.”

A regional supervisor of one of China’s food markets has announced an agricultural product traceability platform based on blockchain, AI, big data, and cloud computing. The platform used by the Guangzhou Municipality’s Market Supervision Bureau aims to monitor the flow of food products and enable better market control for the administration to ensure food safety.

Guangzhou is the capital of the Guangdong province in China and has previously reported numerous food safety breaches. Although food supervisors keep a strict watch on markets, it is not physically possible to verify the quality of every packaged food and other products. Currently, the food traceability platform covers 8,018 businesses in 90 agricultural markets across the city. The traceability platform collects production data, including relating to the farm, details of the farmer, how and when the produce was harvested. The next step is recording the inspection and certification details of the agricultural produce.

The blockchain food traceability platform aims to improve food safety

in the region by working together with market operators, merchants and traders, regulatory authorities, and consumers. The blockchain acts as an immutable ledger for the production and inspection data of the agricultural produce. Meanwhile, AI is being used to verify the authenticity bills submitted by the traders and market operators. If the system detects an anomaly, food supervisors are notified to conduct due inspections.

The report said about 95 percent of traders and other participants reported their activities on a daily basis, while 5 percent of the total daily bills were found to have errors and abnormalities. As of now, over 8,000 merchants are using the platform, which has recorded 708,000 purchase orders and 4 million sales orders. The Huangsha Aquatic Products Market was the first to pilot the blockchain food traceability system for improving its supply chain management. The platform has been in development since 2017.

Source: <https://www.ledgerinsights.com/>



Schreiner MediPharm and Kit Check offer automated medication management for hospitals

Schreiner MediPharm, a Germany-based global provider of label solutions for the pharmaceutical industry, has collaborated with RFID tracking solutions provider Kit Check to introduce RFID-Labels that allow hospital pharmacies to track and manage medication inventory and usage via intelligent software.

Error-free medication management in hospitals can save lives. Medicines equipped with RFID-Labels can be tracked from the hospital pharmacy to bedside dispensing with availability ensured – but only if the RFID-Label and tracking system are sufficiently synced. The new partnership between pharma label specialist Schreiner MediPharm and Kit Check, a US-based provider of RFID tracking software and hardware, ensures this compatibility.

Source: <https://www.schreiner-group.com/>



RFID-Labels from Schreiner MediPharm for syringes and vials, combined with Kit Check's tracking solution, enable an automated medication management.

FMD recall issued for the first time in six months

A falsified medicines directive (FMD) recall has been issued for GlaxoSmithKline's (GSK) Beconase Aqueous Nasal Spray – the first alert of its kind since July 2019.

Healthcare professionals and wholesalers have been told to immediately stop supplying batch K84X of the Beconase Aqueous Nasal Spray from manufacturer GSK.

This is due to an “issue related to error in the decommissioning” in the stated batch, the Medicines and Healthcare products Regulatory

Agency (MHRA) said in the alert issued yesterday (February 12).

Any remaining stock should be quarantined and returned to suppliers, according to the recall notice. The Pharmaceutical Services Negotiating Committee (PSNC) has confirmed to C+D that the alert applies to community pharmacies.

FMD a year on

It is the first alert issued under the EU's anti-counterfeit legislation since July 25 last year. FMD is an EU medicines scanning law that came into force last February, with the aim



of preventing counterfeit medicines from entering the drugs supply chain. However, in the months after the legislation was implemented, there were reports of false alerts and a delay in pharmacies purchasing the necessary equipment to become FMD-compliant. The future of FMD in the UK following its exit from the European Union has not yet been confirmed.

Source: www.chemistanddruggist.co.uk



From medicine to milk, this is Russia's plan to make every good traceable

The USA, Singapore, United Kingdom, South Korea, and Japan are typically considered the top five most digitally advanced countries according to many metrics. Experts believe that these leaders of the digital economy have one thing in common – each of them has a comprehensive digital strategy of its own.

“By 2024, the unified national track and trace system is expected to cover most of the commodity and consumer goods traded throughout Russia.”

Russia has come close to joining this digital power club in recent years as its citizens are becoming more tech-savvy and exposed to massive state and privately-operated digital ecosystems. The digital economy in Russia started with a nationwide transition to online fiscal cash registers in the retail sector followed by plans to digitize all industries.

In 2018, Russia launched Chestny ZNAK, its first nationwide digital track and trace system, set to become the cornerstone of industrial digitalization. By 2024, the unified national track and trace system is expected to cover most of the commodity and consumer goods traded throughout Russia.

This system authenticates and tracks any merchandise as it makes its way down the supply chain, from the point of manufacture to the final consumer.

Traceability is implemented by means of a unique ID code, assigned to every physical unit of merchandise in the form of a Data Matrix QR code and/or a RFID tag. This code is then scanned and registered in the government's central database each time the merchandise passes from an importer or producer, to a wholesale trader, to a retailer, and finally to the end buyer. The code can also be scanned by consumers at point of sale via a special app, which serves to prove that the merchandise is genuine and has been legally produced or imported and retailed. This creates a digital passport and digital twin for each item of merchandise and digital copy of each industry sector.

Track and trace systems have been trending internationally for some years now, with China, Brazil, Turkey, the USA, and the EU being the pioneers in this area.

Countries that have implemented these market management tools traditionally ranked the highest in the Digital Society Index by Oxford Economics, which surveys more than 43,000 people across 24 countries. National track and trace projects helped these countries to reduce the shadow market in many industries, improved tax collection, and reduced losses incurred by businesses from counterfeit products and illegal trade.

The Russian project stands out due to its ambitious plans to cover all product groups, unlike other systems, which mostly monitor excise goods like tobacco and alcohol, and pharmaceuticals. It is entirely unmatched across the world in terms of its scale and capacity to process up to 100 billion unique codes per year.

Chestny ZNAK is the single most notable digital project in



Figure: The new system called Chestny ZNAK, which roughly means 'fair mark' (or 'honest mark')

Russia which will benefit both the government and the private sector, as well as citizens and consumers. The system already traces over 6 billion codes under several projects for mandatory marking of goods. Almost a dozen product categories are already covered by the system, including drugs and medical goods, fur coats, milk and tobacco products, clothes, footwear, perfumes, bicycles, wheelchairs, photo cameras and tires. And the project is only in its early stages.

The Russian system is implemented in the form of a public-and-private partnership (PPP), which is the first such collaboration in IT, and the first nationwide in Russia, funded by the private company Centre for Research in Perspective Technologies, or CRPT (51 percent owned by USM). This framework allows the government to achieve its goals at no cost to the state budget. CRPT's shareholders will invest some 220 billion rubles in the project over 15 years.

The synergy between the nationwide introduction of online fiscal cash registers, the track and trace system, and digital customs will drive the implementation of IoT in various industries.

Source: <https://www.weforum.org>



Australia launches new \$100 note with advanced window technology

The Reserve Bank of Australia (RBA) has revealed the design of the fifth and final denomination – the \$100 – in the new polymer series of banknotes, incorporating a top-to-bottom advanced transparent window feature from KURZ. The new note will be issued into circulation in the second half of 2020.



The new 100\$ note showing a close up view of the foil-over-window feature.

Like the new \$5, \$10 \$50 and 20\$ notes issued in 2016, 2017, 2018 and 2019 the new \$100 features a top-to-bottom transparent window with a partially demetalised KINEGRAM ZERO. ZERO® foil stripe applied on top, that can be viewed from either side of the banknote. The foil was developed and supplied by KURZ and is applied as a registered stripe onto clear Guardian™ polymer substrate, supplied by CCL Secure.

features in the foil comprise an Australian masked owl and Australia’s national floral emblem, the Golden Wattle, which is native to south-eastern Australia and southern inland areas of New South Wales. The wattle frames the edges of the top-to-bottom window on the banknote, which features a number of dynamic security elements such as a 3D fan, a flying owl that moves its wings in a defined motion and changes colour. This is followed by a colourful owl that on tilting reveals colour changes within the owl’s wings. At the bottom of the foil is an image of a shrine; when

tilted this reveals the number ‘100’ inside the building which, in an ‘Image Flip’ effect, is alternately appearing forwards, disappearing, and then appearing backwards and a reversing number ‘100’. Other security features incorporated within the new banknote include tactile intaglio print and a tactile feature in the form of raised bumps to help the visually impaired distinguish between different denominations, ultra-violet fluorescent print, microprint and a rolling colour effect visible from both sides of the banknote.

source: *holographynews*

Also as with the \$5, \$10, \$20 and \$50, the new banknote includes representations of a wattle and a native bird. The optical security



Goa & Rajasthan announces new liquor policy

Goa & Rajasthan have new excise policy for year 2020-21 have announced new excise policy, and likely to introduce hologram tax stamps. If this happened, these will be the 24th & 25th States in India that will be implementing tax stamps for liquor revenue protection. Both the State have announced measures in their recent excise policy for period 2020-21.

50 percent from April 1, 2020. Also, to fix the tax leakages, Goa Excise has increased the excise duty on Indian foreign liquor (IMFL), which includes blended whiskey, beer and rum. Further, the most interesting part is that the government has also increased the excise duty on Feni, thereby making this most popular local drink pricier by INR 100 to 200, depending on the retail selling price of the bottle.

a unique hologram on each bottle to help authentication process and curbing black-marketing.

While, for Goa it is first time implementation, Rajasthan is going to re-introduce it after a long gap. Rajasthan Excise Department stop using hologram since November 2010 and the decision had raises concerns including increase in inter-state smuggling and illicit liquor.

Source: *www.aspaglobal.com*

In Goa, the steps can be seen considering recent increase of liquor prices which is going to increase by

According to officials, they are working on proposal to introduce



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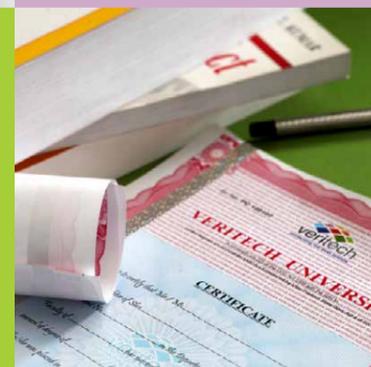


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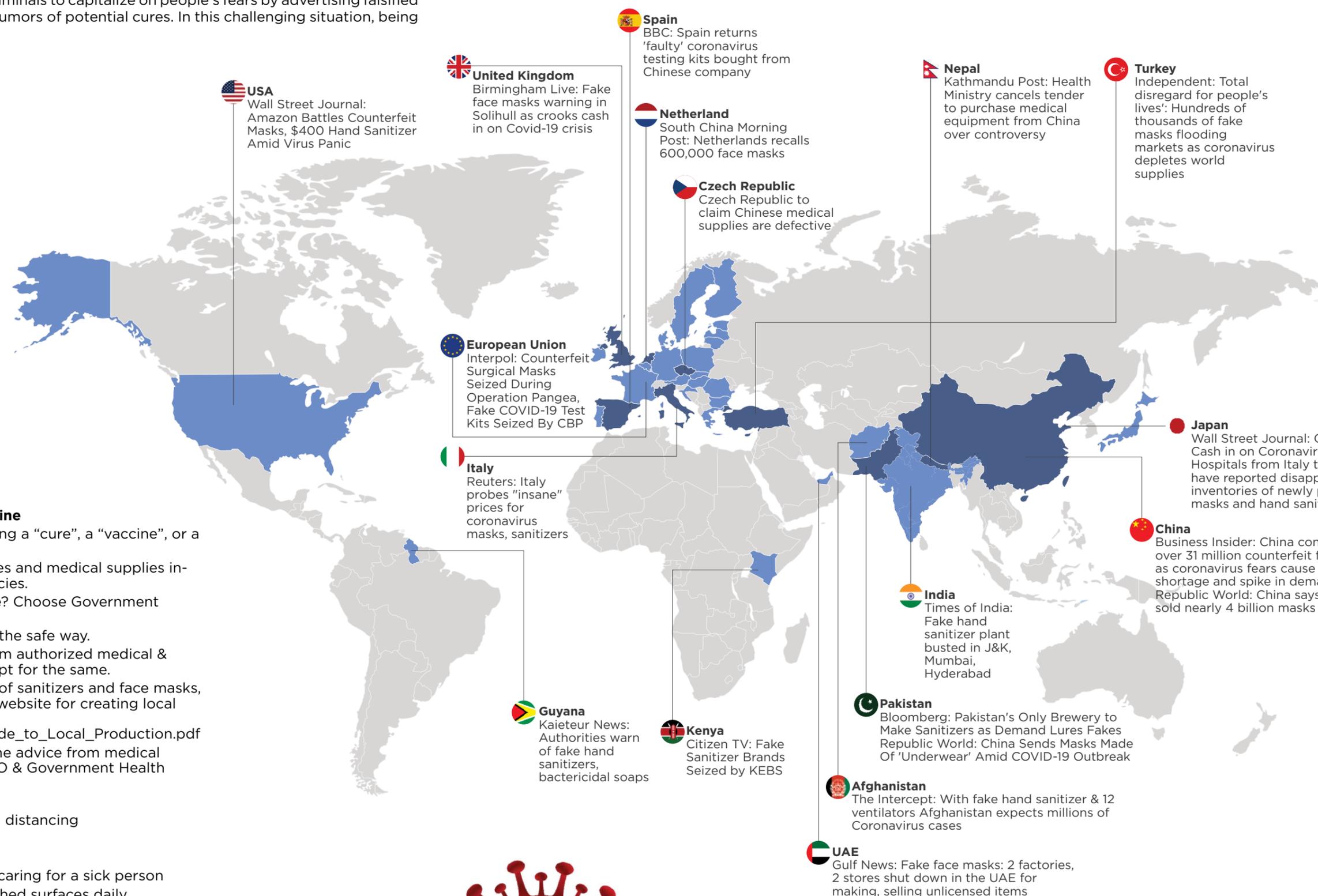
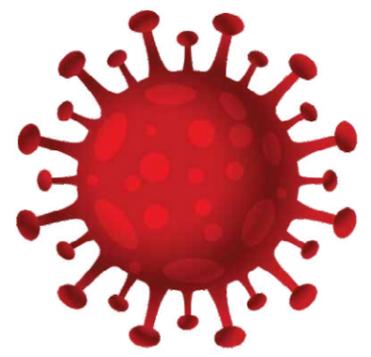
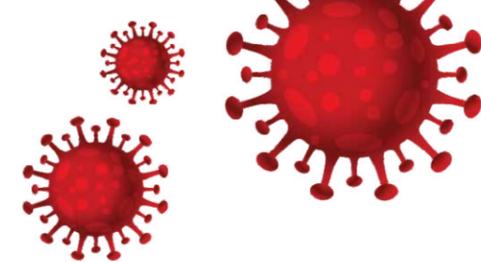
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COVID-19 & Counterfeiting

COVID-19 is affecting people in all corners of the world as we know it. At this critical point, concerns are increasing among the public including the news of getting fake Personal Protection Equipment's, including sanitizers & masks. Witnessing a scarcity of sanitizers and face masks since the COVID-19 outbreak, Counterfeiters and profiteers have offered the bogus public treatments and unfounded advice. These are ideal conditions for criminals to capitalize on people's fears by advertising falsified therapies and vaccines and spreading rumors of potential cures. In this challenging situation, being vigilant is the most important thing.

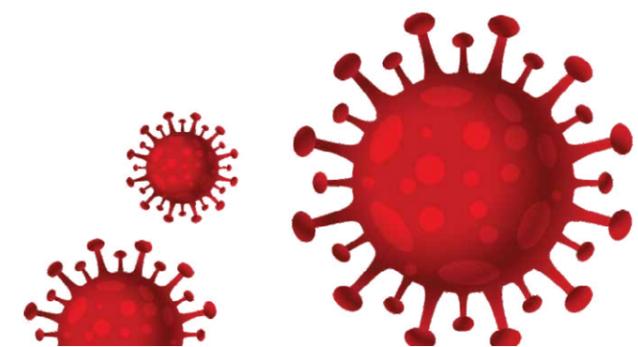


Tips to Safely Purchase Medicines Online

- Avoid retailers or online sellers offering a "cure", a "vaccine", or a test for COVID-19
- Buy over the counter (OTC) medicines and medical supplies in-store or via reputable online pharmacies.
- Buying prescription medicines online? Choose Government approved. pharmacy websites
- Is cost a concern? Seek lower prices the safe way.
- Buy hand sanitizers & face masks from authorized medical & Government stores only. Take a receipt for the same.
- In case, if you are feeling a shortage of sanitizers and face masks, you can take reference from WHO's website for creating local sanitizers
https://www.who.int/gpsc/5may/Guide_to_Local_Production.pdf
- Keep yourself healthy by following the advice from medical professionals / organization like WHO & Government Health Ministry only.
 - Do wash your hands often
 - Avoid close contact, practice social distancing
 - Stay home if you are sick
 - Cover coughs and sneezes
 - Wear a facemask if you are sick or caring for a sick person
 - Clean and disinfect frequently touched surfaces daily

For all other medical advice and the most recent information, please visit your country Health Ministry Website or WHO's website.

Sources:
<http://www.safemedicines.org/>
www.counterfeitrepository.com
<https://www.who.int/emergencies/diseases/novel-coronavirus-2019>



Tamper-evident labels drive consumer confidence during coronavirus crisis

Right now, one of the most pressing concerns for quick-service restaurant operators is how to reassure the public that their takeout and delivery orders have not been touched by anyone potentially carrying the COVID-19 virus. During the Corona Virus crisis, food delivery companies are ensuring highest measures to ensure food quality during delivery.

With restaurants closing by order of local health authorities and delivery keeping quick-serves afloat, consumer

confidence will be the key differentiator in weeks to come. In USA, Chipotle Mexican Grill Inc. CMG had also introduced similar tamper-evident sticker for mobile pick-up and delivery orders, and increased precautions in areas of the country where there have been emergencies declared due to COVID. Zomato in India have also introduced tamper-evident packaging bag named as Zomato Safety Sealed Bag.

Source: <https://www.fsrmagazine.com/>

3M doubles global production of respiratory masks; warns of counterfeits

Two other Minnesota factories start producing thousands of COVID-19 test kits and ventilator parts.

3M Co. is ramping up production of its face and respirator masks aimed at hospitals while battling an onslaught of counterfeit products that recently hit the marketplace, company officials said. "3M is receiving increasing reports of fraudulent and counterfeiting activities involving 3M products," the Maplewood-based international giant said in a statement. "The company strongly condemns any unethical actions taken to exploit the global pandemic."

The company has doubled global production of its highly coveted N95 respiratory masks to 1.1 billion a year (or 100 million a month), the statement said, and is working to get the new batches into the hands of hospitals and health care providers on the front lines of the coronavirus pandemic.

3M is the latest Minnesota firm to ramp up manufacturing of products

that can fight the virus. Protolabs in Maple Plaine and Wyoming Machine in Stacy are newly producing parts for ventilators, COVID-19 test kits and food packaging equipment. For 3M, about 400 million of 3M's N95 masks are currently manufactured each year in the United States. They are increasingly being directed to support both government and public health response, officials said.

The company also manufactures respirators at locations in Europe, Asia Pacific and Latin America. With the help of Congressional action taken this week, 3M expects to be able to route more of its mask to customers in the health care industry. Hospitals and first responders have talked about running out of masks and are predicting a shortage of ventilators in the U.S.

The company said it is now working with governments, medical officials, customers and distributors around

the world to help get the supplies where they are needed most. Besides masks, 3M boosted production of other COVID-19 related products including hand sanitizers, disinfectants and filtration solutions aimed at health care providers and for the pharmaceutical industry working to find a vaccine to fight the virus officials said.

"This pandemic is affecting us all, and we are doing all we can to support public health and especially our first responders and those impacted by this global health crisis," 3M CEO Mike Roman said Friday in the statement. "We are mobilizing all available resources and rapidly increasing output of critical supplies health care workers in the United States and around the world need to help protect their lives as they treat others."

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One on one with GS1 India

Q 1. How important is traceability and food safety, how would you describe the current scene for supply chain and food safety in India and the emerging markets?

Consumer safety has become one of the most critical and priority issues for the food supply chain around the world. In spite of the best efforts of supply chain participants, food safety problems may never be eliminated totally. Safety in the food supply chain can be ensured only if the company has traceability guidelines implemented. Implementation of traceability systems by means of automated data capture, electronic data processing and electronic communications can significantly improve accuracy and speed of access to information about the batches/products in the supply chain. They can reduce risk and uncertainty across the supply chain and between trading partners. This, however, requires a holistic view of the supply chain, which is only attainable by deploying international traceability standards. Traceability is considered as one of several elements designed to improve security, control quality, combat fraud and manage complex logistical chains.

Q 2. Could you enlist some of the challenges that prevail in the supply chain and food safety space in the segments of food processing and agriculture?

The challenges in the industry range from consumer safety, product quality, health hazards and issue management, economic impact of recalls, non-compliance, system efficiency, and market transparency.

Q 3. Please provide the details of the traceability standards/solutions available? Any successful case studies?

Before we get into the traceability standards/systems, we should note the key principles attached to any traceability system - which are accurate and unique identification of products, automated data capture, recording, links management and data exchange.

The GS1 system of standards enables efficient supply chain management by providing tools that allow all supply chain participants to communicate in one global language of business. Key concepts driving GS1 system application can be summed-up in three areas:

- Automation of business processes by means of automated identification and data capture (AIDC) and electronic data processing (EDP). Use of GS1 global supply chain standards enable unique and universal identification of products and batches. This unique product ID is then captured in AIDC technology for accurate and speedy data capture. This enables all trading partners across the supply chain to talk to each other in one language
- Communication of information in the fastest and most accurate manner by means of electronic data exchange standard that enables computer applications to share and receive data from trading partners.
- Time compression, which offers strategic opportunities to improve customer satisfaction, not just by efficient produce traceability, but also by reengineering business processes across the supply chain.



Q 4. What is /should be the India game-plan to thwart food safety and supply chain issues? What is your suggestion to the regulator?

The food processing industry is governed by the Food Safety and Standards Act in 2005. Vision 2015 of the government lays the roadmap charted for massive restructuring of the sector, including steps to rationalise the tax regime so that food products become affordable; a boost to farm and food processing sector financing; tightening food standards and safety systems in line with international norms; focusing R&D on global challenges; building Indian food product brand consciousness, particularly overseas; and to provide incentives for public-private partnerships on infrastructure strengthening. However, 'The Food Safety and Standards Bill 2005' has failed to pay the deserved attention to the crucial issue of traceability guidelines for the food supply chain – an exclusion that is detrimental to the goal of consumer safety.

Tracking, tracing and food safety is a food chain problem. It is not possible for any one member in a food chain to design a tracking and tracing systems on his own. Members have to collaborate for this to happen. The reason for using internationally accepted supply chain standards is to overcome the barriers to commerce that national, industry and company specific standards create when they are used in place of international industry and technology agnostic standards. The

presence of a traceability system in the supply chain prevents crises like the SUDAN-1 Red Chilli crisis of 2005. The incident had resulted in a product recall worth over 15 million pounds worldwide and a withdrawal of 580 products from the food chain. A traceability system would have allowed for a focused and limited withdrawal of a particular offending batch/pallet/consignment (as the case may be), thereby resulting in invaluable savings in terms of money as well as brand equity – a benefit for not only the manufacturer, exporter and industry, but also for the citizens of the country.

Q 5. Blockchain has entered into the Food industry and the use of technology in the Industry. What is your opinion about it? What are the trends you see?

Blockchain is a technology that will enable traceability system become more robust because of its unique features, such as inability to manipulate the data captured as compared with centralised or decentralised systems of data storage.

In 2019, blockchain has been piercing the food industry at an accelerated pace. According to recent research, 20% of the top-10 global grocers will use blockchain by 2025.

ASPA urges Indian Government to implement Tax Stamp under FCTC protocol on illicit tobacco trade, release Report for Nation

Authentication Solutions Providers' Association has released an advisory report urging the Government of India to eliminate illicit tobacco trade in India according to WHO FCTC requirements. The Prime Minister has ratified FCTC protocol last year as India's commitment towards fighting illicit tobacco trade. The findings titled "Report for Nation– Confronting illicit tobacco trade in India for economic & development", provides an overview of illicit tobacco trade in India, global examples & usage of Phygital Tax Stamp as solutions in combating it.

According to report findings, only 10 percent of total tobacco consumption in the country constitute Legal Cigarettes. Illicit tobacco such as chewing tobacco, Bidis and Gutkas, etc. etc. comprise 90 percent of the market in terms of volume. In the last three decades, the legal cigarettes' share amongst total tobacco consumption in India has declined from 21percent in 1981-82 to 10% in 2016-17. On the other hand, during the exact period, the overall tobacco consumption within the country has increased by 33%. This drop-in legal cigarette revealed in the shift to the illegal cigarette and the 3 unorganized sectors of the Industry.

Illicit trade in tobacco products contributes to numerous health, economic, and governance challenges.

- **Impact on public health:** All tobacco products are harmful to human health, even if they are produced and marketed legally. But, illicit tobacco harms individual and population health in additional ways. It has been estimated that the illegal cigarette market reduces average cigarette prices by about 4 percent and is accountable for about 2 percent higher cigarette consumption.
- **Impact on society and youth:** Illicit trade makes tobacco products more affordable and accessible to individuals from low-income groups, as well as children increasing consumption. According to reports, the average street price of cigarettes was 50 to 60 percent lower in comparison to taxation paid cigarettes.
- **Impact on government:** Illicit trade siphons tax revenues away from governments impacting the capability of authorities to provide good governance. It also reduces the allocation of resources for socio-economic development, particularly in low-income nations that rely on consumption taxes. Recent consensus among experts estimates the yearly loss of income from tobacco taxation globally at US\$ 40-50 billion,

that's about 600 billion sticks or 10 percent of consumption.

Factors that contribute to illicit trade are complicated. Contrary to tobacco industry arguments, taxes and prices only have a limited impact on the illicit cigarette market share at the country level. Evidence suggests that illicit cigarette market is relatively larger in countries with low taxes and prices while relatively smaller in nations with high cigarette taxes and prices. Non-price factors such as governance status, weak regulatory framework, social acceptance of trade, and the availability of informal distribution networks seem to be far more significant determinants of the size of the illicit tobacco industry.

Talking about the issue and the solution, Mr. Nakul Pasricha, President, ASPA said, "Illicit trade in tobacco and tobacco-based products is a global problem, leading governments to join public health agencies in calling for stronger measures to combat the practice. Implementation of Tax Stamps has been one of the most effective measure. Experiences in many countries, states, and other jurisdictions demonstrate that a comprehensive approach to address illicit tobacco markets is most effective. In Bangladesh, illicit trade in a cigarette was reduced from 20% in 2000 to 1.2 percent in 2009. In Turkey, Tobacco tax revenues rose by 31.5% within the first year of implementing the system, even though tax rates remained the same. In the Indian scenario, according to reports, usage of Tax Stamps has minimized the tragedies due to spurious liquor and substantially increased the excise revenue collection by more than 15-20% on year to year basis with proper enforcement. It has the potential to generate similar results for the tobacco industry."



He further added, "Since determining factors for illicit tobacco product market are multiple and complicated, an effective counter strategy needs to be explicitly multi-sectoral, involving all relevant agencies of government. Preferably, ministries of finance, trade, industry, foreign affairs, justice, interior, customs, education, and wellness are going to be involved, in addition to civil society and the media. Prioritizing and coordinating control of the whole distribution chain -from the areas at which tobacco leaves are grown, or the port of entry, to the

final purchase by the respective consumer - and enforcement of tobacco regulations have proven to be effective measures in reducing tax evasion with the consumption of tobacco products. Proper monitoring of the supply chain and distribution should help in controlling illicit tobacco consumption. An increase in information sharing between various stakeholders and regulatory authorities will lead to better tracking of the illicit tobacco trail and curtail illicit tobacco trade.

ASPA urges govt to implement track and trace as part of CSR activity of drug firms

In a bid to accelerate adoption of track and trace system for drugs sold in the domestic market, Authentication Solution Providers' Association (ASPA) has urged the government to make implementation of anti-counterfeiting measures mandatory for drug manufacturing companies under their corporate social responsibility (CSR) activity.

To implement track and trace system for drugs under price control, the association suggested the government should provide drug makers incentives for the same.

Domestic drug makers have time and again reiterated that implementation of authentication solutions on packs of drugs sold in the country will lead to rise in drug prices. It is against the ethos of the government which is making endeavor to provide quality medicines at an affordable price.

With an aim to make adoption of authentication solutions affordable, ASPA has come out with two-pronged strategy. This includes making its implementation as part of CSR activities of the drug firms and incentivising it.

Said Nakul Pasricha, president of ASPA, "The implementation of



anti-counterfeiting solutions for drugs marketed in the country will improve drug quality and patient safety. Given the cost involved in implementation of authentication solutions, he said that ASPA member companies are fully geared up to help drug industry protect brands and safeguard consumer interest at reasonable cost."

As of now, there is no requirement for domestic drug manufacturers to put in place some kind of anti-counterfeiting measures that will help prevent spurious drug from entering the supply chain. It is high time the government of India adopt anti-counterfeiting measure to ensure patient safety.

Recently, an industrial unit licensed to manufacture dietary supplements was found manufacturing spurious drugs in the Sai area of Baddi.

The Department of Pharmaceuticals (DoP) had earlier proposed to implement a unique quick response code (QR) on drug packs which helps obtain information about the product and track its origin.

"The initiative is aimed at passing the benefit of fair pricing to the consumer and tracking drugs so that the threat of spurious medicines can be eliminated. But the proposal is yet to see light of the day. The government and industry need to work together to promote patient safety and quality medicine," Pasricha added.

He further added that the government needs to come out with a regulation mandating implementation of track and trace system for drugs in the local market in line with such mechanism for drugs meant for exports.

As per a survey conducted by the government of India in recent years, the proportion of substandard drugs was at about 3 percent of the total drugs sold in the country, while about 0.28 percent were found to be spurious.

Source: <http://www.pharmabiz.com>

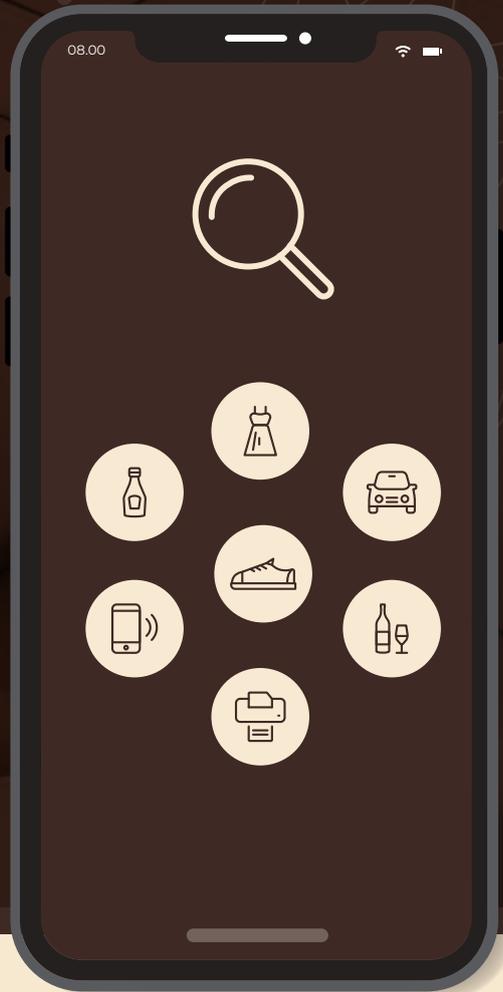
ASPA western regional chapter initiated

ASPA first western region meeting was held on Monday February 24, 2020, at PRS Permacel Pvt Ltd (Mumbai Branch) and well attended by regional members. The meeting was chaired by Mr. Nityanand Shenoy, Chairman, ASPA Western Region and he thanks all members for their time and support. The points of discussion include ASPA activities in current year, as well as enhancing ASPA brand protection awareness level at Western region.



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