

## AgroChemicals

### Brand Protection Authentication Solution

SUBSTITUTION OF A GENERIC ACTIVE INGREDIENT FOR A LICENSED COMPONENT



## THE SITUATION

An agricultural chemical manufacturer suspected that one of its formulators was substituting a generic active ingredient for a licensed component, which would constitute a violation of its licensing agreement.

The formulator received the active ingredient at two quality-dependent pricing levels, to be incorporated into formulations destined for use in different geographical regions. Evidence pointed to the formulator diverting the lower-priced end product for sale to a region outside of its licensed territory, where it had a higher value.



## THE CHALLENGE

The agricultural chemical manufacturer needed a solution that would ensure the use of their component in the formulator's end product was genuine, not diluted; and/or that it was not being diverted to other regions to be sold as a higher-value product.

It was essential that the solution include a method for rapid field detection and screening, with forensic quantitative laboratory-based analysis. This solution needed to isolate the authentication feature from a complex sample matrix for verification of the suspect product.



## RESULTS

- **Field test kits for instant authentication**
- **Analysis revealed low-to-zero authentication concentration**
- **Formulator found to be in violation of licensing agreement**
- **Enforcement action was taken**

# CUSTOMER SPOTLIGHT

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### THE SOLUTION

The manufacturer turned to Authentix for an authentication solution that would ensure the use of their component in the formulator's end product. Authentix worked with the manufacturer to incorporate U.S. FDA-compliant in-product authentication solution into the licensed component. The solution had to endure the harsh synthesis process and become homogenous and remain stable, while not impacting the active ingredient.

By adding the authentication solution to all the licensed component, a test of the suspect formulator's end product that showed low concentration or no authentication presence would indicate that the formulator was replacing the licensed active ingredient with a generic product.

The Authentix solution was detectable in the field using a simple qualitative (yes/no) test kit backed up with a quantitative laboratory test. For forensic analysis of suspect samples, antibody recognition technology was used for isolating the authentication solution from the formulation matrix. This allowed quantitative laboratory testing at a centralized laboratory to determine the extent of adulteration of legitimate product with the generic active ingredient. The layered solution allowed widespread and rapid field screening. Suspect samples were sent to a centralized laboratory for validation, and to provide support for corrective action.

The manufacturer's personnel were trained to use the test kits and perform the laboratory analysis, allowing them to monitor the formulator's end product for compliance with the licensing agreement.



### THE OUTCOME

Analysis revealed low-to-zero authentic concentration in the licensed component. The formulator was found to be

in violation of their licensing agreement, and enforcement action was taken.

### ABOUT

As the authority in authentication solutions, Authentix helps customers thrive in supply and distribution chain complexity. We provide advanced authentication solutions for governments, central banks, and commercial products, ensuring local economies grow, banknote security remains intact, and commercial products have robust market opportunities. Our partnership approach and proven sector expertise inspire proactive innovation, helping customers mitigate risks to promote revenue growth and gain competitive advantage.

Is your company struggling with lost revenue due to illicit activity throughout your supply chain?  
Are you in need of an authentication solution to help combat the counterfeiters?

If so, let us help you. Contact [info@authentix.com](mailto:info@authentix.com).