

**Authentix**  
The Authority in Authentication



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# Authentix

## Safeguarding the Integrity of Global Commerce

Counterfeit products are gradually rising owing to rapid globalization, the explosion of e-commerce channels, and multinational commercial activities. This is creating massive challenges in the legitimate supply chain because of the increasing chances of false goods entering the legitimate supply chain.

This problem is dealt with by the leading Anti Counterfeit Packaging Solution Providers, who are strengthening the supply chain by adding invisible cryptogenic measures to product packaging.

A renowned name in the Anti Counterfeit Packaging Solution industry is **Authentix**. The company was formed in 2003 after the merger of US-based Isotag and UK-based Biocode. Both companies were dedicated to the authentication of products and supply chains, including fuels, pharmaceuticals, wine/spirits, and crop sciences.

Both companies were started with intellectual property portfolios originating from Los Alamos National Laboratory and Royal Dutch Shell, among others. Using chemistry, physics, and advanced hardware and software development, the companies utilized these technology platforms as a core hub to build lines of business in various industries by providing the world's most advanced systems in

technology-based solution sets for companies to combat fraud and illicit trading of valuable branded goods.

Since 2003, Authentix has grown to over 400 employees with offices located on four continents. Now, it serves dozens of industries, including branded and national fuel distribution, excise tax recovery, brand protection for high-value branded products, and protects over 26 denominations of banknote currencies.

Authentix clientele range from Fortune 500 companies to national governments and includes multiple central bank clients across the globe. Today, Authentix invests heavily in its growing technology platform and program service capabilities concentrating on the success of its customers by saving and recovering billions of dollars for them in the process.

### Keeping Customers at the Forefront

Authentix is in the business of providing insights to its customers to help them secure their products and the supply chains those products travel through. This ensures that consumers get authentic products, producers compete on a level playing field, and governments provide good governance over their markets (Stopping crime and collecting taxes rightfully due to them so they can better serve their citizens).

The company's solution starts by marking products to uniquely identify and authenticate the product with overt and/or covert security features depending on the business requirements of the customer. It can then associate data with the product in its family of digital software platforms underpinned by the Authentix Information System, AXIS®.

For brand protection of commercial and consumer products, the company provides DigiTrax™, a web-based track and trace system for secure digital codes which can carry information such as the product type, serialized information, manufacturing site and date, and other relevant shipping and product movement events.

For its government tax stamp business, Authentix deploys TransAct™, also a web-based countrywide system deployed in product manufacturing sites for the application and production monitoring of each product through the supply chain. This incorporates transactions that may include inspection events, or chain of custody transfers as these consumer-based products move from manufacturer to retail points of sale.

All the data is aggregated and analyzed within Authentix's database systems to drive supply chain insights.