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Acsis and Kodak Demonstrate Brand Protection Strategies at Anti-Counterfeiting Summit

Invisible serialization and marking technology provide the ability to print and track both visible and covert barcodes on the same item to manage diversion and counterfeiting issues

ROCHESTER, N.Y. and MARLTON, N.J., Jan. 24, 2014—Acsis Inc., the market leader for [Enterprise Serialization™](#) solutions, and Kodak, provider of [Brand Protection Solutions and Services](#), will offer hands-on demonstrations of packaging and invisible serialization technologies that protect products from counterfeiting and diversion at the Anti-Counterfeiting and Brand Protection West Coast Summit in San Francisco, Jan. 27-29.

The demonstrations showcase the ability to utilize serialization and covert marking strategies to assist companies in managing counterfeit and diversion issues within their supply network. Together, Acsis and Kodak provide the ability to print and track both visible and covert barcodes on the same item. Visitors can see the solution in action at the Kodak booth (Gold Rush A) at the Golden Gateway Hotel.

Keith Cutri, Kodak's Director of Business Development, Brand Protection Solutions, will lead brand owners who register for one of the pre-event workshops through an exercise to evaluate the strength of their brand protection programs. The workshop—entitled “How Solid is Your Brand Protection Program?”—helps attendees assess the strength of their programs, understand the risks of gray market product diversion and illicit trade, and learn how to bolster the effectiveness of authentication and track & trace programs.

“Attendees who have participated in similar workshops in the past have shared that the tools and approaches Kodak provides to brand owners have proven to be invaluable in getting started on creating an action plan for their companies,” said Cutri. “Kodak has a broad portfolio

of brand protection solutions and services and has worked with companies around the globe as they implement their brand protection strategies.”

Acsis Serialization Management software is a flexible solution for packaging line serialization that provides full supply chain visibility and brand protection through comprehensive track & trace to fight counterfeiting, minimize recalls and reduce chargebacks and returns. The Acsis serialization solution seamlessly integrates with Kodak Traceless Solutions, and working together, Kodak and Acsis provide for dual serialization marking and coding on the packaging line—a visible code for aggregation and distribution processes, and an invisible covert code for investigation and enforcement. The solution can be implemented quickly, with minimum downtime, and without a major re-tooling of manufacturing or packaging processes.

“We are proud to be named as Kodak’s serialization software partner of choice,” said John DiPalo, Acsis COO. “With Acsis and Kodak, companies have the tools to monitor, detect and enforce brand protection throughout the supply chain.”

To learn more about Kodak’s full line of brand protection solutions, please visit www.kodak.com/go/brandprotection.

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12th Anti-Counterfeiting & Brand Protection - West Coast

The 12th Anti-Counterfeiting and Brand Protection Summit – West Coast is January 27 - 29, 2014 at the Golden Gateway Hotel, San Francisco. The conference includes presentations and demonstrations by from brand protection leaders, trademark counsel, IP counsel, and investigators. For more information, or to register, visit www.anticounterfeitingsummitwest.com.

About Acsis Inc.

Acsis is the market leader for Enterprise Serialization in the Pharmaceutical, Food & Beverage and Industrial markets. With 30 years of proven experience and industry expertise, Acsis offers the only serialization solution that gives customers complete control to track and trace products from the packaging line through the distribution center to meet government mandates, gain visibility and improve productivity, while reducing chargebacks and counterfeiting. For more information, visit www.acsisinc.com.

About Kodak

Kodak is a technology company focused on imaging for business. Kodak serves customers with disruptive technologies and breakthrough solutions for the product goods packaging, graphic communications and functional printing industries. The company also offers leading products and services in Entertainment Imaging and Commercial Films. For additional information on Kodak, visit us at kodak.com, follow us on Twitter [@Kodak](https://twitter.com/Kodak), or like us on Facebook at [KodakNow](https://www.facebook.com/KodakNow).

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