



FINGERPRINT  
**YOUR BRAND**  
THE INSTANT IT'S BORN.



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8391

# FINGERPRINTING.

IT'S A POWERFUL TOOL IN FIGHTING COUNTERFEITING AND DIVERSION. IT'S INSTRUMENTAL IN RECALL AND REGULATORY CONTEXTS. IN A WORD, IT PROTECTS. VIDEOJET'S IMPRINTS™ TRACK & TRACE SOLUTION IS READY TO FINGERPRINT YOUR BRAND.

**VIDEOJET'S IMPRINTS TRACK & TRACE SOLUTION** is an end-to-end, production-floor suite of hardware, software and services. It builds from a powerful core – the application of a unique code to individual items in the production environment. From there it expands outward to capture key supply-chain information that is easily fed into other business applications, such as ERP, WMS and more.

**VIDEOJET'S IMPRINTS TRACK & TRACE SOLUTION** fingerprints your brand to powerfully address specific threats:

**COUNTERFEITING:** Fueled by the internet's facility to create gray markets, counterfeiting can gravely affect a company's immediate revenue and do incalculable long-term damage when a substandard product is associated with a brand.

**DIVERSION:** Unscrupulous individuals can divert products to unintended retail outlets, diluting the brand's image and generating ill-will within the legitimate sales channel.

**RECALL:** Product recalls happen, and there can be PR fallout as manufacturers fumble to locate the tainted product.

**Benefits of VIDEOJET'S IMPRINTS TRACK & TRACE SOLUTION:**

Proven software and production-line control systems.

Marking and reading solutions for nearly any material or production environment.

Non-disruptive implementation adapts to existing packaging-line configurations and procedures.

Cost-effective solution is based on purchase of hardware and software components. No ongoing cost-per-code charges or exorbitant upfront license fees.

Modular design fits individual needs. Codes can be formulated in a myriad of ways to best fit the brand, and data can be incorporated into existing IT constructs or hosted by Videojet.

Scalable from a single production line to a multi-facility/multi-line structure while still utilizing the initial investment.

The ability of your brand to withstand these threats depends on your execution of a Track & Trace solution that is non-disruptive to the production/packaging line. As the global leader in industrial coding and marking systems, Videojet is a powerful partner that can help you seamlessly integrate Track & Trace.

**FINGERPRINT YOUR BRAND.**





# READY TO DEPLOY.

FROM PRODUCTION CODING TO INTERNET TRACKING.

CONSUMER PACKAGED GOODS AND PHARMACEUTICAL COMPANIES ARE LEARNING THE CRITICAL VALUE OF A POWERFUL TRACK & TRACE SOLUTION. BENEFITS TO THE AUTOMOTIVE/AEROSPACE, PERSONAL CARE/ COSMETICS AND SOFTWARE/MEDIA INDUSTRIES CAN BE JUST AS PROFOUND.

**VIDEOJET'S IMPRINTS™ TRACK & TRACE SOLUTION IS A TURNKEY PRODUCTION-LINE SOLUTION BUILT UPON:**

**GENERATING UNIQUE CODES FOR INDIVIDUAL PRODUCTS.**

The backbone of a Track & Trace system is the ability to create and administer unrepeatable codes that cannot be emulated by unintended third parties. IMprints CodeMaster can generate fully random codes, create derived codes and incorporate Electronic Product Code (EPC) structures, or administer codes pre-generated from outside sources.

**APPLYING THE CODES.** Videojet offers the broadest range of marking solutions available, including ink jet and laser printers for the primary package (including unmatched ability to print variable 2D codes at production line speeds), large-character printers for shipping boxes, and label print-and-apply systems for pallets. **VIDEOJET'S IMPRINTS TRACK & TRACE SOLUTION** is also compatible with applications that use RFID tags as the code carrier.

**TRACKING THE PRODUCTS THROUGH THE PACKAGING PROCESS.** Videojet is a certified Partner System Integrator for Cognex®, the leader in industrial-grade vision systems. Videojet also supplies specialized material-handling equipment that facilitates the reading of codes during the packaging process.

**CONTROLLING NECESSARY ELEMENTS OF THE PRODUCTION LINE.** IMprints Line Controller directly interfaces with production equipment such as material-handling and automated packaging systems, in order to handle rework, accommodate intelligent error handling and retain product-tracking integrity.

**LINKING THE CODES TO INTENDED SHIPMENT DESTINATIONS.** This tracking mechanism is especially crucial as pallets are de-aggregated at remote distribution centers, becoming smaller shipments to the ultimate retail outlet. IMprints Shipper enables these transactions to be recorded easily with hand-held scanners.

**HANDING OFF DATA TO OTHER BUSINESS SYSTEMS.** The database that holds the active codes with their associated transactions can be easily uploaded via XML transfer to other business and EPCIS-compliant systems. When it's not feasible to incorporate data hosting into an existing IT infrastructure, Videojet can host the data and provide secure web access for company inspectors.

**FINGERPRINT YOUR BRAND.**

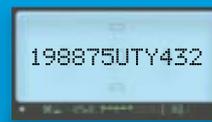
**DISSECTING VIDEOJET'S IMPRINTS TRACK & TRACE PROCESS.**

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1 IMprints CodeMaster sends unique code to the printer.



2 Ink jet or laser printer applies unique alphanumeric or bar code.



3 Cognex camera verifies a valid code has been printed.



4 Cognex camera records which unique codes are placed into a case.



5 A code linked to those unique codes is printed on the case.



6 Fix-mount or handheld scanners record which case codes are placed on a pallet.



7 Shipping document and pallet are scanned, documenting the intended destination.



8 A pallet label is printed and applied.

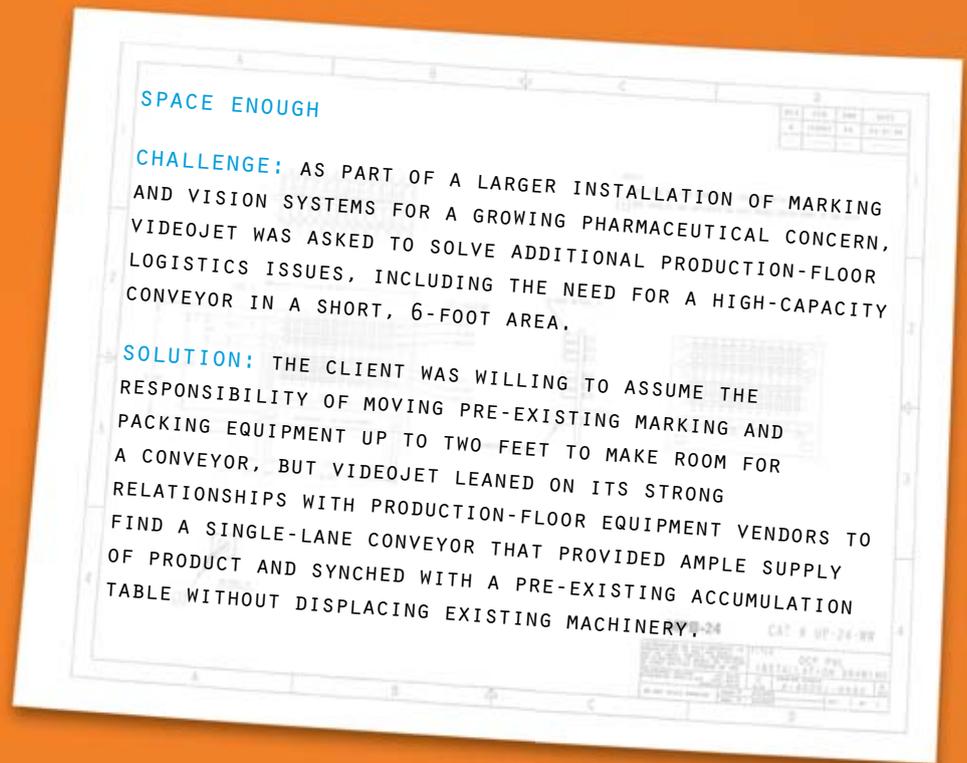
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9 Videojet codes can be checked in the field via the internet.



YOUR PRODUCTION ENVIRONMENT  
IS AS UNIQUE AS YOUR BRAND.

**WE UNDERSTAND.**



The implementation of a Track & Trace system can't come at the expense of your manufacturing productivity. While **VIDEOJET'S IMPRINTS™ TRACK & TRACE SOLUTION** is built on a core of standardized products, we realize one size doesn't fit all. That's why we have a group of professionals with strong experience in manufacturing environments, who work closely with your production team all the way from initial conception to final system validation.

**THE VIDEOJET CONSULTATIVE APPROACH:**

**SITE VISIT/NEEDS ANALYSIS.** This step includes conferring with Videojet's research/design, sales/marketing and field services/tech support staff. Our **IMPRINTS TRACK & TRACE SOLUTION** integrates with every aspect of your business, so we do our homework.

**PROPOSAL FOR INTEGRATION OF OUR PRODUCTS AND SERVICES INTO YOUR CURRENT LINE.** This spells out your strengths, your needs, our solutions and how we plan to execute them. Our expertise in marking and coding combined with industry-standard products ensure the right solution.

**PROJECT MANAGEMENT.** Deployment of a Track & Trace system requires careful planning and detailed execution to ensure minimal disruption to your operations. Your Videojet Project Manager serves as the primary contact, keeping you informed of project status and addressing any concerns.

**INSTALLATION.** Videojet deploys a team of specialists with expertise in printer set-up, controller-system wiring and configuration, vision-system application, user-interface customization and packaging-line integration.

**ONGOING SERVICE.** We're there for you long after the initial deployment. Our fleet of 1,300 service engineers is the largest in the world, and the specialists who performed your installation are just a phone call away.

You need a navigator. Someone who can provide a workable, scalable, flexible, cost-effective brand-protection solution that doesn't decrease productivity or increase headcount. Videojet provides a complete manufacturing-environment solution. Our consultative approach is the strength behind that solution, at every step.

**FINGERPRINT YOUR BRAND.**



### *Diversion Averted*

*Challenge:* Products from the premium haircare division of a renowned manufacturer were being diverted by unknown parties and appearing for sale at mass-retail outlets, contrary to the brand's strict policies.

*Solution:* Videojet created a comprehensive Track & Trace solution by applying a unique code on each bottle and tracked it from manufacturing through distribution and into retail outlets. Now when these products are found diverted, employees relay the codes on diverted bottles through a proprietary online system that helps identify sources of diversion and puts real muscle behind efforts to prevent it.

**BOTTOM LINE  
PEACE OF MIND.**

VIDEOJET TRACK AND TRACE

Enter Track Code  
 [GO]

Track Code: VJTTEST10001  
Item Description: Test Product  
Packing Information: Innerpack: IVJTTEST10001 --- Case: CVJTTEST10001

HISTORY

ACTIVITY
SHIPPED TO
PACKED
PRINTED
GENERATED



**THE BOTTOM LINE IS TO PROTECT YOUR BRAND. NO MATTER WHAT.**

Videojet's solutions are real-world-tested, and we provide the right marking and coding solution through the broadest range of technologies. We offer maximum uptime and lower cost of ownership through superior product performance and an unsurpassed global service network. That's good news for your brand.

**HERE'S WHAT VIDEOJET BRINGS TO THE TABLE:**

Unmatched production-floor experience, with more than three decades of servicing Fortune 500 clients.

Industry-standard imaging hardware and a relationship with the No.1 tracking-camera supplier.

Superior in-house Track & Trace systems expertise.

Stellar customer service.

In today's global marketplace, packaged products are multiplying and packaging strategies are paramount. Counterfeiting and diversion are growing threats. Regulatory and recall requirements are increasingly stringent and complex.

Videojet has the hardware, the software and the institutional knowledge to master these realities. We give you a complete solution to the challenges of marking, tracking and tracing your brand's unique fingerprint worldwide. We're ready to **FINGERPRINT YOUR BRAND** – and give you peace of mind.



# IMPRINTS™ TRACK & TRACE SOLUTION COMPONENTS



## CONTROLS & SOFTWARE:

**IMPRINTS CODEMASTER.** Forms the backbone of the IMprints system. Generates, administers and distributes unique codes and maintains relationships for tracking purposes. Extremely scalable.

**IMPRINTS TRACE IT!** An internet-based service that verifies code authenticity and supplies a variety of additional information that can highlight potential sources of diversion or assist in a product recall. FTP-based customized reports available.

**IMPRINTS SUPERVISOR.** Uploads/downloads codes and transactions from CodeMaster as required and allocates them to the production lines. Serves as a point of data-exchange with the resident enterprise system to acquire other relevant product information, and is the collection point for transactions recorded by IMprints Production Line Controller.

**IMPRINTS PRODUCTION LINE CONTROLLER.** Interfaces with and controls key elements on the production line, including printing systems for applying the codes and cameras for creating the transactions, as well as related elements of the material-handling/packaging systems.

**IMPRINTS SHIPPER.** Ties shipments to specified destinations via scanning of the relevant codes as products move through the supply chain.



## MARKING SYSTEMS:

**LASER MARKING AND CODING.** Videojet's laser marking and coding systems deliver affordable, steered-beam coding for a wide variety of applications.

**SMALL-CHARACTER INK JET.** Videojet's range of continuous ink jet (CIJ) products will satisfy your high-speed product-coding needs.

**LARGE-CHARACTER INK JET.** The Videojet valve- and impulse-jet family meets your medium- and large-character coding needs.

**LABEL PRINTER APPLICATORS.** Our modular labeling systems offer the latest microprocessor-controlled technology for fast and accurate label printing and placement in a wide range of applications.



## COGNEX® VISION PRODUCTS:

**VISION SYSTEMS.** Cognex all-in-one systems combine camera, processor and vision software into a single package, with a simple and flexible user interface for configuring your application.

**VISION SOFTWARE.** Cognex vision software gives you the most flexibility for combining the full library of Cognex tools with the cameras, frame grabbers and peripherals of your choice, and enables easy integration with PC-based data and control systems.

**VISION SENSORS.** Cognex provides Videojet with affordable sensors that can be used in place of photoelectric sensors for more reliable inspection, error-proofing and part-detection.

**ID READERS.** Cognex has fast, reliable 1D and 2D code reading and verification for direct part marking or high-contact applications.



IN MORE THAN 150  
COUNTRIES INCLUDING  
US/BRAZIL/MEXICO/  
GERMANY/FRANCE/  
UNITED KINGDOM/ITALY/  
SPAIN/TURKEY/RUSSIA/  
POLAND/CHINA/KOREA/  
INDIA/JAPAN/AUSTRALIA/



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