

CONTROLLING & MANAGING THE CANNABIS SUPPLY CHAIN

Company: SICPA

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Ask the speakers questions throughout this webinar using the Q&A function – in your GoToWebinar Control Panel, type in any questions you have for the speaker in the Questions box under the Questions tab.



Alex Spelman has more than 25 years of experience assisting state and local agencies in developing and adopting regulatory, policy and enterprise technology initiatives.

As Vice President of Business Development, Alex oversees SICPA's relationships with more than 46 U.S. states and 160 municipalities that utilize SICPA's products for excise tax verification and control.

Mr. Spelman has 12+ years of consultancy experience working for Accenture and Oracle including registration and licensing, payment and returns processing, revenue accounting, and case and audit management.



Alejandro Sepulveda Business Development Director Based in the U.S., he is responsible for the business development of document security inks, identity solutions for LATAM and brand protection solutions for the U.S.

Mr. Sepulveda has a strong background in project management & IT consultancy skills with 17+ years of experience managing multiple customers opportunities from concept to delivery for several Global Fortune 500 companies.



Company Overview



WHO IS SICPA?



Offices in
32
countries



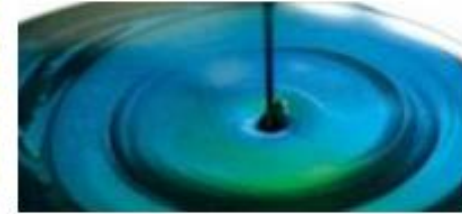
Founded in CH in
1927



Solution provider to
180+
countries



Billions
of products marked



3000
employees

SUCCESS ACROSS INDUSTRIES

Our solutions guarantee a secure line of defense throughout the supply chain, shielding companies from losses and liabilities, and safeguarding reputations and consumer trust.

No authentication challenge is too complex for us. Our technologies combine visible and invisible features and dynamic connectivity features, uniquely tailored to your business, market and customer needs.



Health and
personal care



Food &
beverage



Luxury
industry



Watch
industry



Apparel
industry



Brand Protection



CURRENT CHALLENGES TO CANNABIS BRANDS





Consumers place trust in brands and products

Nowadays, some goods are so skilfully copied that it is difficult to differentiate fakes from genuine products simply by sight

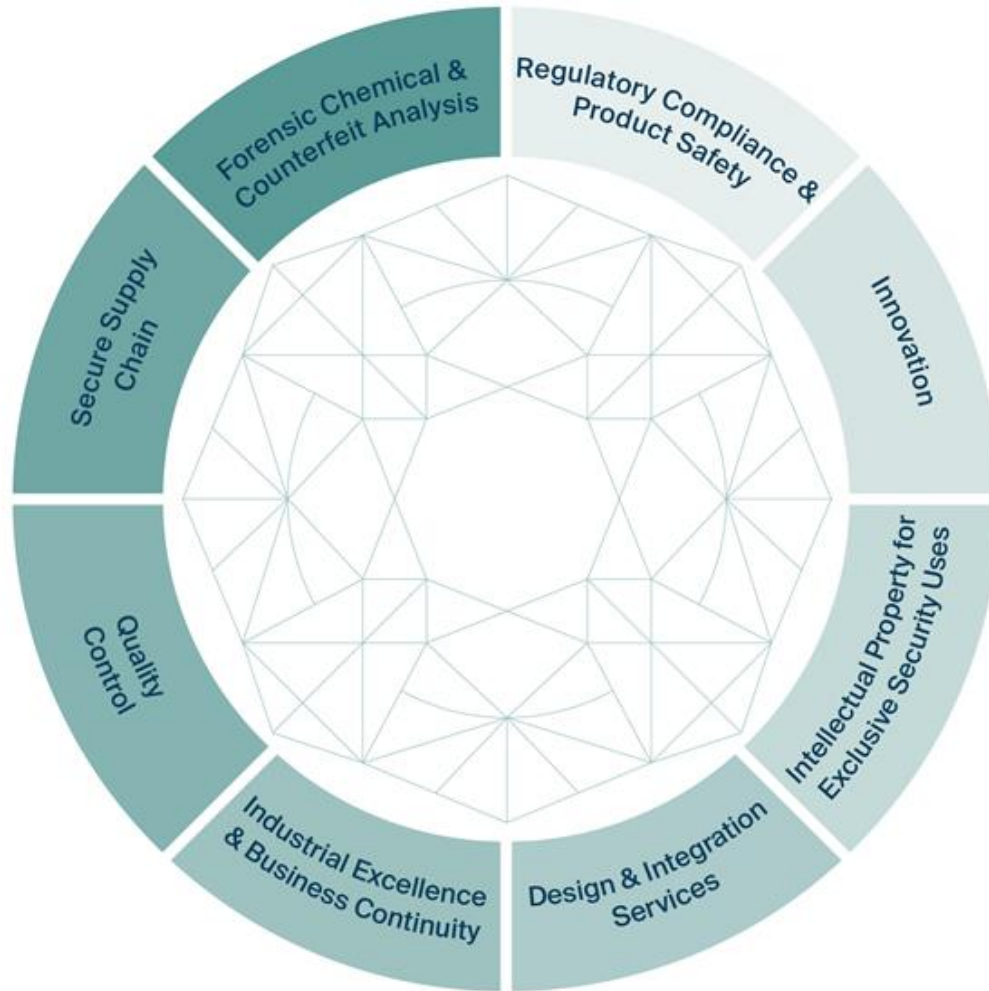
Counterfeiting is getting increasingly sophisticated

Unsecured retail products leave consumers at risk of using unsafe, tainted, or recalled cannabis products

The need becomes crucial to **authenticate genuine products through dedicated security features** to avoid;

- **Revenue losses**
- **Brand identity erosion**
- Goods and foods compromising **public health and safety**
- **Loss of consumer confidence**
- Uncontrolled production or **diversion** outside the authorized distribution

FLEXIBLE SECURITY DEPLOYMENT



Our secure technologies include unique and sophisticated visible, invisible and connectivity features to help you:

- Authenticate products
- Protect against liability
- Ensure supply chain integrity
- Engage and retain customers

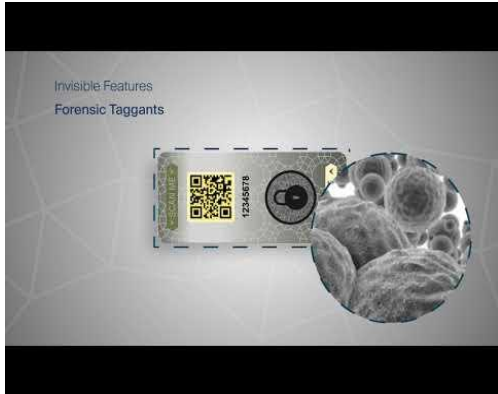
Flexible application of security elements, easy to integrate on current processes

Label Solution - Added at production via a generic smart security label

On-Product Solution - Directly integrated into packaging or on the product

In Material Solution - Integrated taggant marking in product or packaging

Label Solution



On-Product Solution



In Material Solution



BRAND PROTECTION EXAMPLES



Food & Beverage



Fast Moving Consumer Goods (FMCG)



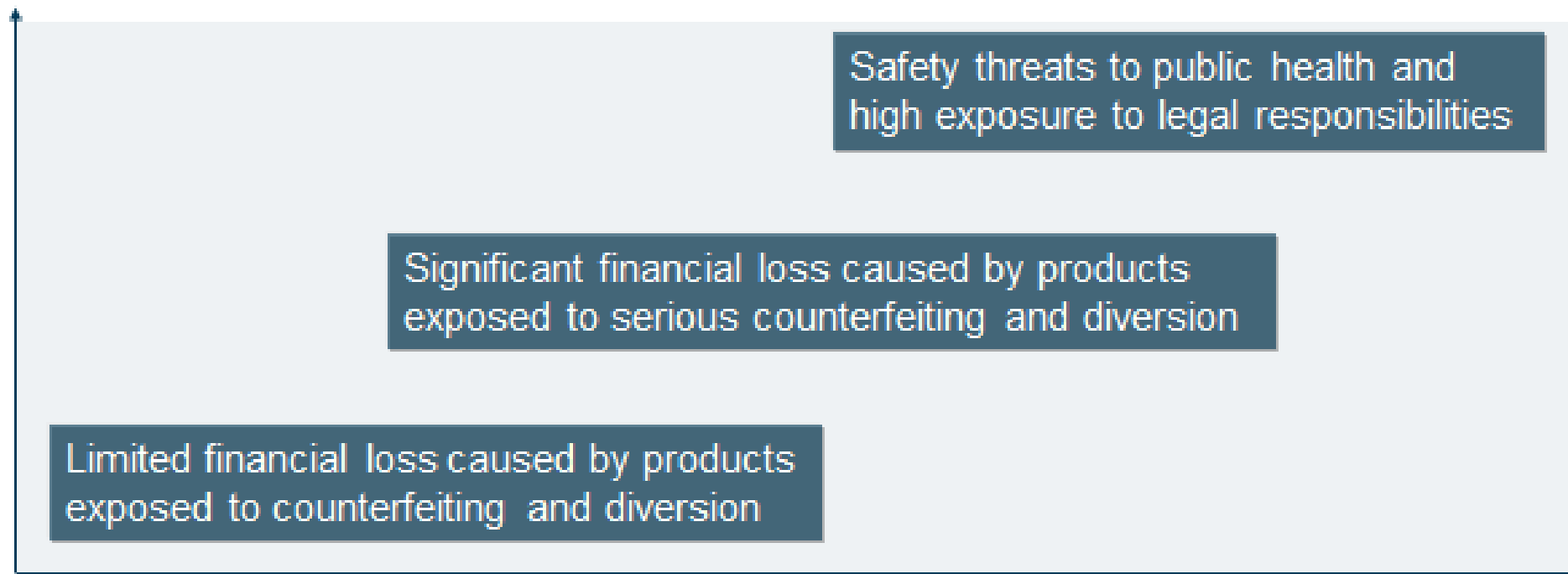
Pharmaceuticals



Consumer Electronics

WHEN YOU NEED OPTIMUM PRODUCT AND BRAND PROTECTION

High protection



Entry level protection & sophistication

High security sophistication

BRAND PROTECTION CASE STUDY



UL is an independent product safety certification organization accredited for safety testing by the Occupational Safety and Health Administration (OSHA). The use of the UL mark is the manufacturer's representation to the public that electronic components meet safety requirements.

The Issue:

Substandard and counterfeit electronics (e.g., chargers, cords, devices) that do not conform to safety standards are being sold with a fraudulent UL Mark, causing serious consequences to consumers.

The Solution:

UL engaged with SICPA to utilize anti-counterfeiting capabilities to protect the UL label. This included visible color-shifting inks to enable immediate consumer verification of a legitimate UL label as well as tools for supply chain partners to verify the authenticity of the certification and therefore the adherence of the product to safety standards.

New Color-Shifting Ink





Partnering with SICPA

Time tested and next generation technologies to help companies protect brands, products and people from the growing threat of fake goods.

For almost a century, SICPA has worked with partners to combine security technology expertise and digital innovation to ensure the authenticity of **banknotes** and **identity** documents worldwide. SICPA is a leader in cutting edge technologies for the **product and brand protection** market.

Enabling trust lies at the heart of everything we do.



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Enabling trust