

Counter-Fight Features & Benefits Protecting Consumer Products

By Cryptocodex Ltd.



Consumer Products

- Food
(including Kosher -Jewish, Halal-Moslim)
- Baby food
- Wines and other alcoholic drinks
- Beverages
- Food additives
- Medicines and other pharma products
- Cosmetics & Toiletries
- Tobacco and Cigarettes
- Fashion products
- Toys
- Optical lens
- Electronic products (and replacement parts)
- Vehicle spare parts (Civil, military, agricultural)
- Aviation spare parts
- Diamonds (and other precious Jewelry) – Micro Barcode

 CRYPTOCODEX COUNTERFEIT DETECTION SYSTEMS
GENERAL PRODUCTS DEMO

Enhanced Tax Products

Product Code	<input type="text"/>	3 Characters
Expiration Date	<input type="text"/>	6 Characters
Plant Code	<input type="text"/>	3 Characters
Destination Code	<input type="text"/>	3 Characters
Batch	<input type="text"/>	5 Characters
Serial	<input type="text"/>	6 Characters
Email	<input type="text"/>	





For self-experience, go to: <https://3c.Cryptocodex.com>

Fill-out the fields and press '**Generate Barcode**'

- Scan the resulted 2D-Barcode, or:
 - Copy the string and paste it to your browser's address line
- Generate multiple barcodes and watch the results – ***all are legitimate***

Anti-Counterfeit

- **For the Government**

- Enhance governmental presence
- Protect public health and personal security
- Collect legal taxes – use for public well being
- Block false identification of humans and property

- **For the people**

- Get what you pay for
- Protect your health and finance
- Get a protected identity (avoid identity theft)

- **For the official importers and manufacturers**

- Increase your legitimate sales
- Protect your, and your suppliers' brand names

Protecting Expiration Date

- Extending products' expiration date is a common practice of importers and distribution chains, unwilling to dispose outdated products
- Such an activity results in improper sensitive goods being consumed by the public (usually foods, beverages and medicines)
- The public is unprotected
- Counter-Fight provides an absolute protection, in maintaining the original expiration date

Brand Protection

- Brand names make a substantial share of the business value
- Should your brand name be breached, customers will prefer your competitors' products, removing counterfeit doubts
- Gaining back your customers' trust is an expensive and time consuming effort

Stolen Products Detection

- Counter-Fight provides every package with a unique ID ('Proof-of-DNA')
- As Counter-Fight data is encrypted, it is the ONLY system to enable using consecutive serial numbers of your products
- Should a criminal activity occur (Stolen truck, Warehouse burglary...) the stolen goods, which are marked in advance in the production line, are individually recognized
- Any authentication event (whatever reason) will put the Counter-Fight server in contact with the stolen product holder (an innocent person)
- Offering the holder a personal gift, will result in obtaining the point of sale: where did the customer buy the product
- The route to the thieves was never shorter...

Grey Market Prevention

- International distributed products are sold to different countries charging different prices (based on customers payment abilities)
- Substantial price difference tempts fraudulent activities of channeling shipments from their original country to another market
- International manufacturers can easily detect grey market activities, using Counter-Fight (destination code is embedded in Counter-Fight)

Authenticating Device Location

- In the authentication process, the calling device provides its IP and GPS coordinates
- The system owner can trace the country and exact location of the calling device
- Refer to the offered demonstration of slide #2 to follow the location process
- The presented coordinates (Latitude & Longitude) can be translated to the exact address.
- e.g. Use the app:

<https://www.latlong.net/Show-Latitude-Longitude.html>

To copy and paste the caller coordinates

Recall Events

- Production lines of sensitive products (foods, baby foods, medicines and such) are carefully monitored for the right ingredients and production line hazardous materials.
- Should a problem be discovered, the faulty serial numbers need to be collected immediately, prior to being consumed, causing health or injury risk
- Counter-Fight makes this process smooth, easy and fast – by guiding the public to scan the products at hand.

Enhance Sales

- Customers will prefer a product which proves to take protective measures
- Applying Counter-Fight to your products, will increase customers trust
- As every package is uniquely identified, running a promotional lottery is very easy
- 'Scan your product' and identify yourself for prize collection, leads to increased sales and supports setting up a 'Loyal Customers Club'

Supplier-Customer Data Link

- Manufacturers always wish to maintain a substantial, ongoing, link with their customers
- Such a link may serve to:
 - Announce new products
 - Get customer's response (satisfaction and usage remarks)
e.g. Learn of side effects and efficacy of a medicine

WMS and Track&Trace

- WMS (Warehouse Management Systems) are essential for proper organization management
- Same applies to tracking the products in the distribution chain (proper storage and anti-theft protection)
- Tracking every package results in extremely huge data, collected and stored.
- Data size is often the reason for system collapse.
- Counter-Fight shrinks data to an unbelievable small size
- Free consultation will be provided to Counter-Fight users

No Extra Cost

- Whatever reason made you adopt Counter-Fight, all features and benefits are yours to use – Anytime
- All features are included in the basic price, so whenever your business requires – PAY NOTHING MORE
- Cryptocodex's experts are here to support you
- Feel free to call

For more information, please contact:

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