

# Global Product Authentication Service (GPAS)

## Secure Your Products and Supply Chain

Lofton is very pleased to announce that we are now offering GPAS as part of our solutions portfolio. GPAS is an innovative and comprehensive cloud-based Brand Protection, Track & Trace and Consumer Engagement Service that drives business value by addressing problems and challenges that organizations face when operating within global markets.

### Brand Authentication

Your brand is your most valuable asset. If you have not already been the target of counterfeiting there is a high potential likelihood. Growth in online markets and globalization has created an ideal environment for counterfeiters with much less risk of getting caught. The damages can be severe: Public health and safety, irreparable brand damage, and loss of revenue to name a few.

### Diversion

Illegal diversion occurs when your genuine product is intended for sale through an approved sales channel or geographic region but then is illegally diverted to another channel or region resulting in undermining

legitimate reseller channels and a lack of supply chain visibility.

### How GPAS Works

GPAS codes can easily be integrated into your prime label design. GPAS enables the unique serialization and copy protection of products, providing full traceability as they are distributed through your supply chain and into the hands of your consumer providing a unique mobile engagement point for easy authentication.

GPAS Business intelligence and Analytics Services enables data collection across the value chain and “puts the data to work”. GPAS offers a unique brand configurable rules engine designed to automate delivery of business intelligence and reporting. Situational awareness is automated alerting brand owners in real-time of potential problems in the market.

*“The geolocation and ability to map every scan, as well as the capability to track and follow the distribution of the product is an invaluable security tool and a gold mine of marketing data”*

- Managing Director, Nutraceutical Co.



Lofton Label & Packaging now offering GPas anti-counterfeit and product security measures across your products and supply chain  
[www.loftonlabel.com](http://www.loftonlabel.com) | (651) 457-8118

