



**FOOD & BEVERAGE**

## Serving Up Safe, Authentic Goods

### Ensuring Global Integrity in Food & Beverage Consumables

In addition to malicious compromises, food and beverage producers face a myriad of contamination threats that are unintentional—but equally disastrous. As a result, heightened public concern has called into question the safety of even the most basic items.

**Through end-to-end product serialization, authentication, and traceability, Ashton Potter secures food and beverage items from production to store shelves—no matter how vast or complex the global food supply chain.**

## Placing Product Safety **Front & Center**

### Protect Consumer Well-Being

Compromised or contaminated food items can harm consumers and even cause fatalities. Ashton Potter empowers food producers and their customers to protect themselves against compromises with a seamless SaaS-based solution that ensures universal product integrity at scale.

### Uphold Compliance Standards

In the sensitive food and beverage space, manufacturers are subject to rigorous regulations. Ashton Potter enables food and beverage producers to uphold the most stringent compliance standards by identifying and tracking every batch and item, then housing data in a complete, incorruptible record.

### Mitigate Risk & Liability

Food and beverage recalls are costly and leave your business with big liabilities. Ashton Potter tracks and documents each consumable's genealogy from production, to distribution, store shelves, and consumer households. As a result, we mitigate the risk of compromise and allow you to isolate batches in the rare event of a mishap.

### Strengthen Consumer Confidence

Recalls are costly affairs. Ashton Potter tracks product genealogy from production to distribution and beyond, preventing compromises from occurring and allowing you to target specific batches in the rare event that they do.



Food fraud costs  
**\$49 billion**  
annually.<sup>1</sup>



## Securing the **Global Product Supply Chain**

ProLinc, by Ashton Potter, offers comprehensive visibility and insight into the high-velocity food and beverage supply chain. An advanced SaaS solution, ProLinc tracks each food or beverage item's genealogy down to the individual batch, unit, and ingredient—storing a complete, incorruptible record of each in its Blockchain-enabled database.

**Using ProLinc, food and beverage companies can prevent malicious counterfeiting and eliminate “B grade” products from production lines before they ever hit the market. Even more, they can embed tamper-proof elements onto each product, allowing manufacturers, distributors, retailers, and customers to take an active role in ensuring safety and quality.**



## High Security Printing Services **Ensuring Product Integrity with Two Integral Ingredients**

We combine ProLinc with more than 90 years of expertise in government-grade security printing. We'll work with you to leverage the right combination of tamper-proof techniques and affix unique, irreplicable identifiers on each ingredient, batch, and finished item.



**1.6 billion**  
secure products  
serialized and tracked  
by Ashton Potter  
technology.

### **ProLinc for Food & Beverage Companies:**

- **Highly-secure database** capable of handling billions of records.
- **Unique, serialized identities** assigned to each product and linked to a relational database record.
- **Smart aggregation** to accommodate material consolidation, product movement, and distribution.
- **Operators certified per line** and assigned unique codes to monitor their activity.
- **Diversion points into gray markets identifiable** via a single scan.
- **Quick, remote access** to tamper-proof database files from the field.
- **Centralized reporting in real time**, including production monitoring.
- **On-site server option** for maximum speed and security.
- **Seamless integration** with your existing ERP and manufacturing operation.

**Feast your eyes on supply chain security.**

Visit [www.ashtonpotter.com](http://www.ashtonpotter.com) to discover how Ashton Potter upholds food and beverage integrity and authenticity in today's global food landscape.

1. <https://www.foodsafetymagazine.com/magazine-archive1/februarymarch-2014/trends-and-solutions-in-combating-global-food-fraud/>



10 Curtwright Drive, Williamsville, NY 14221  
(716) 633-2000 | [www.ashtonpotter.com](http://www.ashtonpotter.com)