

PHARMACEUTICALS

Empowering Efficacy

Protecting Drug Integrity When it Matters Most

In the pharmaceutical industry, a single compromise impacts more than brand equity—lives are literally on the line. With thousands of pharmaceuticals passing through a single manufacturing environment, pharmaceutical manufacturers are faced with the ongoing challenge of maintaining stringent compliance standards while ensuring the integrity of every batch.

Ashton Potter empowers today's pharmaceutical companies to prevent drug tampering—both accidental and malicious—through universal serialization, traceability, and authentication.

Ensuring Safety & Compliance at **Every Stage of the Supply Chain**

Protect Consumer Health

Whether compromised medicines contain ingredients that are inactive or incorrect, the end result is detrimental: patients aren't being treated, or worse, they are actually being harmed. Ashton Potter provides complete traceability over pharmaceutical production in real time to prevent faulty medicine from ever reaching a consumer.

Uphold Compliance Standards

When it comes to drug production, there is no room for compromise. Ashton Potter enables pharmaceutical manufacturers to uphold the most stringent compliance standards by identifying and tracking every batch and product at every point in the supply chain, then housing data in a complete, incorruptible record.

Mitigate Risk & Liability

Drug recalls are costly and leave your business with big liabilities. Ashton Potter tracks and documents each pharmaceutical's genealogy from production, to distribution, to the end user. As a result, we mitigate the risk of compromise and allow you to efficiently target specific batches in the rare event of a mishap.

Strengthen Consumer Confidence

In today's pharmaceutical landscape, brands are continually striving to strengthen consumer perceptions—especially in a landscape filled with generics. By ensuring that only bona fide goods with the intended composition make it to market, Ashton Potter supports pharmaceutical brands in growing their brand equity.



The counterfeit drug market totals
\$200 billion.¹



Securing the **Global Product Supply Chain**

ProLinc, by Ashton Potter, provides pharmaceutical companies complete visibility, insight, and control into every item, batch, and product line. An advanced SaaS solution, ProLinc tracks pharmaceutical genealogy down to the individual sub-unit, and stores a complete, incorruptible record of each in its Blockchain-enabled database.

Using ProLinc, pharmaceutical manufacturers can prevent counterfeiting by embedding tamper-proof elements on every product and efficiently isolating any instance of falsification before a single compromised item becomes a full blown product recall.



High Security Printing Services **Preventing Tampering from the Onset**

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



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

ProLinc for Pharmaceutical Providers:

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

Sensitive applications call for high-security measures.

Visit www.ashtonpotter.com to discover how Ashton Potter stops pharmaceutical compromises in their tracks.

1. <https://healthresearchfunding.org/20-shocking-counterfeit-drugs-statistics/>



10 Curtwright Drive, Williamsville, NY 14221
(716) 633-2000 | www.ashtonpotter.com