Ashton Potter
EVERY PRODUCT, SECURED.

Countering Counterfeiters

Protecting Brand Equity in an Advanced Threat Landscape

As a premium brand, your image is your greatest asset. Yet, in today's global counterfeiting landscape, brand integrity and authenticity are constantly threatened by new efforts to sell imitation goods in the market. These efforts are more advanced than ever, and have the power to degrade brand value and shake the bedrock of consumer trust.

Ashton Potter understands today's complex threat landscape, and empowers brands to identify and stop counterfeiting in its tracks. Through end-to-end product serialization, authentication, and traceability, Ashton Potter circumvents gray market diversion, protecting your brand and your business.

Securing the Way to a **Counterfeit-Free Future**

Preserve & Enhance Brand Equity

When premium goods are sold on gray markets, lackluster performance and lower costs ultimately degrade brand equity. Ashton Potter delivers high-security solutions that prevent single compromises from becoming patterns of diversion.
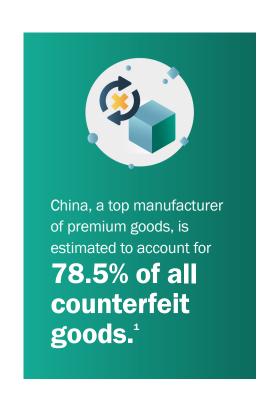
Ensure Customer Satisfaction

Today's customers have high expectations. Ashton Potter allows brands, sellers, and customers to authenticate products, guaranteeing end users receive bona fide goods that uphold your standards for quality and performance.

Command Premium Pricing

Exclusivity and scarcity drive premium pricing. By preventing convincing knock-offs from pervading the market, Ashton Potter allows brands to control availability and command premium prices for their premium goods.

Understand Product Usage & Lifecycle

Ashton Potter not only secures your products, but also collects value-rich insights every step of the way. By informing you about each product's location and lifecycle, Ashton Potter empowers proactive product-related decision making.

China, a top manufacturer of premium goods, is estimated to account for

78.5% of all counterfeit goods.[1]

ProLinc
by Ashton Potter

Securing the **Global Product Supply Chain**

ProLinc, by Ashton Potter, grants premium brands complete visibility, insight, and control over all of their products at every stage in the supply chain. An advanced SaaS solution, ProLinc tracks product genealogy down to the subcomponent, and stores a complete, incorruptible record of each in its Blockchain-enabled database.

Using ProLinc, brands can prevent counterfeits by embedding tamper-proof elements on every product, isolating and eliminating instances of counterfeiting before a single fake becomes a pattern of diversion.

High Security Printing Services
Identifying Every Product

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

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

ProLinc for Premium Brands:

- **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 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.

Premium brands require premium protection.

Visit **www.ashtonpotter.com** to discover how Ashton Potter is securing the global supply chain, one product at a time.

1. https://brandongaille.com/24-remarkable-counterfeit-goods-statistics/

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