Ashton Potter
EVERY PRODUCT, SECURED.

ProLinc
by Ashton Potter ™

A Product Security Solution for Food & Beverage

Complete traceability and control—
from field, to factory, to fork.

Food product recalls continue to make headlines, driving the demand for transparency to an all-time high. Meanwhile, consumers seek greater transparency and knowledge than ever before, and manufacturers are faced with rising regulatory requirements. Realities like these require food and beverage companies to take a different approach to managing the food lifecycle—one that begins with complete traceability over any product, anywhere in the world.

Through a combination of ProLinc™ technology, tamper-proof labeling solutions, and expert services and support, Ashton Potter delivers a complete solution for food and beverage operations to secure the food lifecycle from beginning to end.

From the gathering of raw ingredients in the field, to the manufacturing of food items on the factory floor, and their final sale to end customers, our solution creates a contiguous, tamper-proof record of every item in circulation. By connecting food and beverage companies to timely and accurate product insights, Ashton Potter makes it easy to ensure food and beverage integrity on a global scale.

Product security technology meets tamper-proof labeling, 100% optimized for the dynamic realities of today's food and beverage operations.

Our comprehensive solution is solving food and beverage's most pressing challenges, including:

Improving Quality & Consistency

Today's customers expect food and beverage consistency and quality with no exceptions. Through comprehensive quality management, our ProLinc™ technology and tamper-proof labeling solutions enable manufacturers to raise the bar for quality throughout the supply chain—from raw ingredient, to packaging, finished good, and beyond.

Protecting Consumers

Together with tamper-proof labels, ProLinc™'s universal product security and traceability capabilities empower food manufacturers to prevent and proactively address dangerous product recalls.

Unlocking New Efficiencies

An intense competitive landscape has food manufacturers under heightened pressure to increase yield and reduce costs. By unleashing timely data from the factory floor and beyond, ProLinc™ supports leaders in making data-driven operational decisions that improve profitability.

Enhancing Claim Credibility

Through a single scan, our secure, serialized labels and ProLinc™ technology allow customers to validate key claims on-demand, providing unrivaled transparency around product authenticity and origin.

Streamlining Compliance Efforts

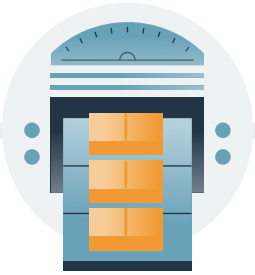
By identifying and tracking every item, and housing insights in a Blockchain-enabled database, ProLinc™ makes it easy for food manufacturers to meet and document regulatory compliance—protecting their customers and their bottom lines.

Our Solution in Action

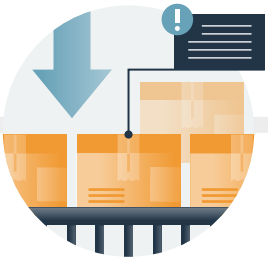
Through advanced printing techniques, Ashton Potter produces serialized labels, which are affixed to every item, product, and batch in the supply chain. **Using ProLinc™, stakeholders throughout the supply chain can scan these tamper-proof labels to generate accurate data that supports total traceability throughout the product lifecycle.**

Raw ingredients are proactively identified and verified before they reach the factory. **Pre-production visibility ensures the freshness, origin, and authenticity of every ingredient.**

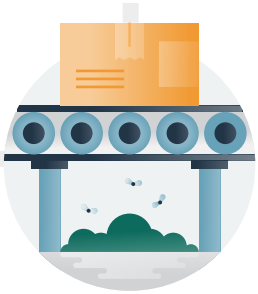
Ingredients continue to be traced inside the factory as they make their way into production. **Ingredient-level traceability empowers the factory to optimize inventory levels and eliminate production bottlenecks.**

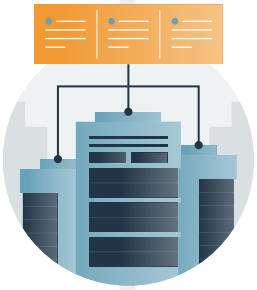


Visibility extends to the batch level, grouping and tracing items to specific machines and time periods. **Batch-level traceability enforces internal quality controls by making it possible to quickly eliminate batches that fall short.**



Packaging and works in process are tracked through various processes on the factory floor. **Real-time insights proactively highlight practices that could hinder the safety or integrity of food items.**





Traceability continues beyond the factory's walls, as finished goods make their way into the distribution network. **Visibility throughout the distributor network enables companies to isolate issues that occur beyond the factory and better optimize their supply chain.**

With unique, serialized identities for each item, goods remain traceable on store shelves. **Tracking in the retail environment sheds light on usage, improves supply levels and distribution, and—in the event of a recall—enables quick isolation and resolution.**

Visibility extends to the hands of the consumer, who can tap into a world of product insights with a single scan. **Providing customers on-demand validation empowers them to verify product authenticity while satisfying their desire for information and transparency.**

A Best-in-Class Solution for Food & Beverage Product Security

For today's food and beverage manufacturers, product security lies at the intersection of the physical and digital worlds. That's why we combine best-in-class SaaS-based technology, advanced security printing techniques, and expert services to provide a turnkey solution.

ProLinc™ Technology

Through scalable serialization and verification at the ingredient, product, and batch-level, our enhanced ProLinc™ solution empowers manufacturers to achieve global, granular traceability.

- **Highly-scalable database** processing billions of records with real time velocity.
- **Smart aggregation** to accommodate consolidation, movement, and distribution.
- **Quick, remote access** to tamper-resistant database files from the field.
- **Onsite server option** for maximum speed and security.
- **Serialized identities** assigned to each food item and raw ingredient.
- **Product authentication** and insight via a single scan.
- **Centralized reporting,** including production monitoring.
- **Integration** with your existing ERP and manufacturing operation.

Expert Services & Support

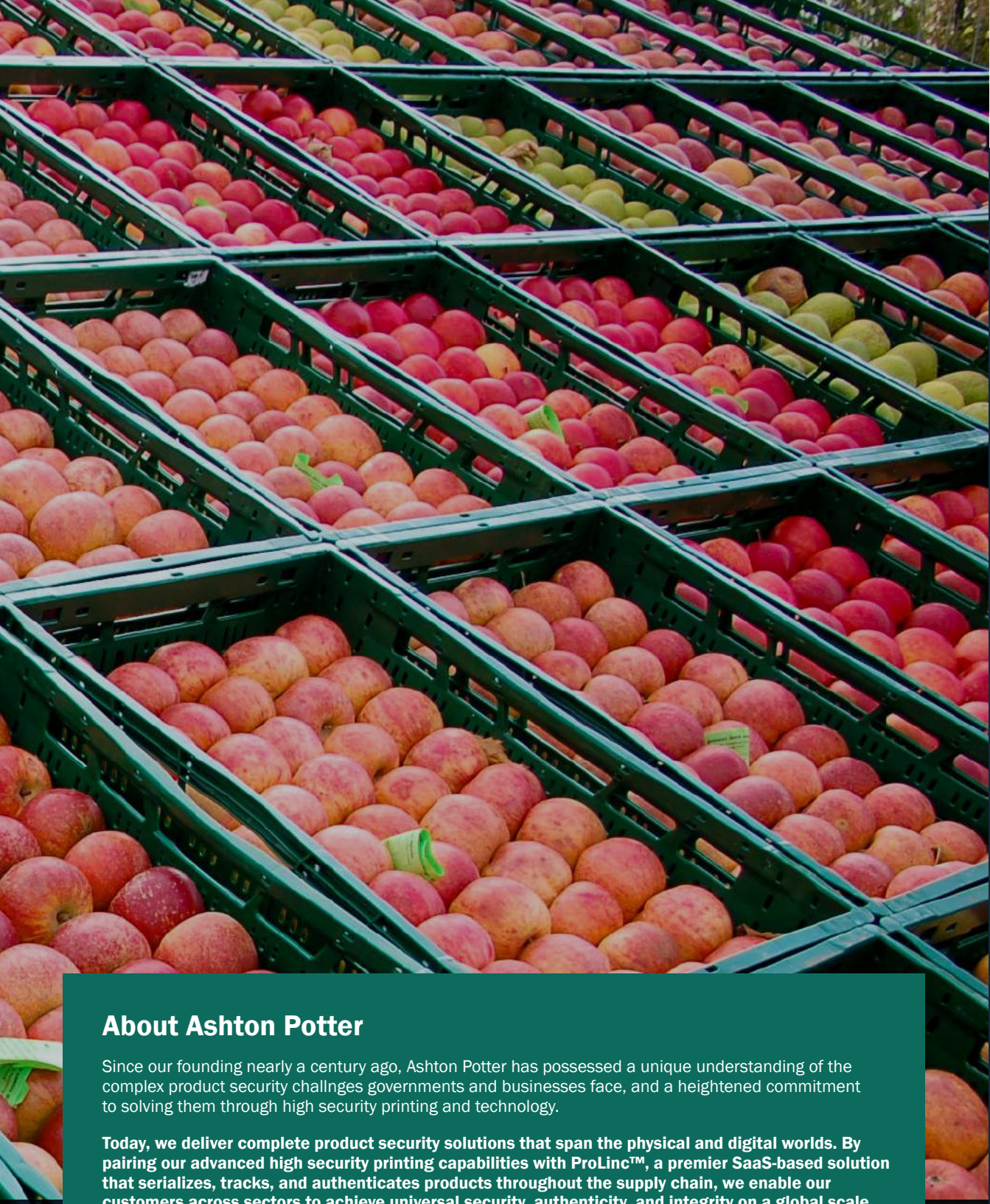
Together with our network of skilled partners, we deliver best-in-class services and support to ensure ProLinc™ works seamlessly with your existing systems and processes.

- ERP Systems
- Factory Floor Equipment & Machinery
- Business Intelligence Tools
- And more...

Secure, Tamper-Proof Labeling

With nearly a century of leadership in government-grade secure printing, our scalable, tamper-proof labeling solutions work with ProLinc™ to thwart the most advanced threats.

- Micro / Nano Printing
- Guilloche Patterns
- Intaglio Lathe or Vignette
- Tamper Evident Adhesives & Die-cuts
- And more...



About Ashton Potter

Since our founding nearly a century ago, Ashton Potter has possessed a unique understanding of the complex product security challnges governments and businesses face, and a heightened commitment to solving them through high security printing and technology.

Today, we deliver complete product security solutions that span the physical and digital worlds. By pairing our advanced high security printing capabilities with ProLinc™, a premier SaaS-based solution that serializes, tracks, and authenticates products throughout the supply chain, we enable our customers across sectors to achieve universal security, authenticity, and integrity on a global scale.

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

Are you ready to bring new traceability and insight to your supply chain?

Request a demo of ProLinc™ today at **www.ashtonpotter.com/demo.**