

PPE PRODUCTS

Countering Counterfeiters

Protecting Brand Equity in a Changing COVID Landscape

As a PPE brand, your product security and image are your greatest assets. 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 by use of potentially substandard and harmful products.

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 forensic traceability, Ashton Potter provides options to protect your brand and your business.

Securing the Way to Measure, Manage and Prevent Counterfeiting

Preserve & Enhance Brand Equity

When counterfeit PPE goods are sold in the market, inflated costs and lifethreatening outcomes degrade brand equity. Ashton Potter delivers high-security solutions that enable you to prove fraudulent goods while maintaining your brand's reputation.

Ensure Customer Satisfaction & Safety

Today's first responders and other consumers depend on the quality and protection of authentic PPE. By utilizing Ashton Potter's forensic traceability solution, brand owners, sellers, and customers are able to authenticate products, guaranteeing end users receive bona fide goods that uphold your standards for quality, performance and safety.

Substantiate Pricing

Typically, exclusivity and scarcity drive pricing. However, in today's climate, it is essential to abide by and be able to prove there is no evidence of unnecessary inflation of prices. By preventing convincing knockoffs from pervading the market, Ashton Potter allows PPE brands to understand and control the supply chain while proving prices adhere to mandated guidelines.

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 and management.



3M Corporation has filed **more than a dozen lawsuits** against fraud, price gouging and counterfeiting during the COVID pandemic.¹



Securing the Global Product Supply Chain

ProLinc®, by Ashton Potter, grants PPE manufacturers complete visibility, insight, and control over all of their products at every stage in the supply chain and manufacturing process. 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 prove instances of counterfeiting by harnessing data and utilizing tamper-evident elements on every product to confirm authenticity.



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-evident techniques and affix unique, irreplicable identifiers on each component, manufacturing batch, and product. Product identifiers such as barcodes and RFID already in use are able to be easily integrated into the system.



Billions of Products
secured, serialized
and tracked by
Ashton Potter
technology.

ProLinc® for PPE Manufacturers & Suppliers

- **Highly-secure database** capable of handling billions of records.
- **Unique, serialized identities** assigned to each product and linked to a relational database record.
- **Operators assigned unique codes** to monitor activity.
- **Counterfeit goods identifiable** via a single scan through forensic traceability technology.
- **Quick, remote access** to tamper-proof database files from the field.
- **On-site server option** for maximum speed and security.
- **Centralized reporting in real time** by pulling data from exiting operations and systems into one central dashboard.
- **Seamless integration** with your existing ERP and manufacturing operations/systems.

Quality protective equipment requires premium secure protection.

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

1. <https://www.fox10phoenix.com/news/company-sold-fake-n95-masks-on-amazon-for-20x-list-price-lawsuit-alleges>



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