

## PACKAGED GOODS SERIALIZATION



### Delivering a powerful yet cost effective serialization tool for retail packaged goods

ZPI's Serialize & Track assigns unique identifiers to units, cases, and pallets of consumer-facing packaged goods. This allows users to locate specific units anywhere within the distribution channel.

This ZPI solution can offer various benefits, including brand protection, the ability for targeted product recalls, counterfeit goods identification, and a real time reject and rework process.

Our solution is hardware independent and can be integrated into virtually any production line regardless of equipment types, brands, or models already in your line.

Serialize & Track is an intuitive user interface that enables instant analysis and reporting on product-related data. With seamless integration, Serialize & Track can be utilized with existing enterprise management software to ensure customer satisfaction.

#### FEATURES AND BENEFITS

- Implementations are turnkey and completed by ZPI experts, not third party contractors.
- Software based solution with no proprietary hardware required.
- Seamlessly integrates with existing networks and machine controls.
- Flexible design allows serialized and non-serialized products to run on the same line.
- Serialized production data is captured and stored in real time for use in on-demand reporting or analyses.
- Configurable profiles enable implementation of customer developed or international serialization standards including GS1 and SGTIN.



SERIALIZE & TRACK™

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### BENEFITS BEYOND STANDARD SERIALIZATION

While Serialize & Track can provide the information needed for FDA-defined recalls, there are many additional benefits to implementing serialization software.



### DATA AT YOUR FINGERTIPS

Serialize & Track provides real time data that allows you to make educated decisions about the products on your line



### ENTERPRISE REPORTING

Unlimited access, reporting and global support.

### TARGETED PRODUCT RECALLS

- Serialize & Track enables users to precisely target single products and implement a recall.
- Our solution eliminates the need for mass recalls saving you time and money.
- Information required for FDA-defined recalls can also be produced with Serialize & Track.

### BRAND PROTECTION

- Enhance your brand image by eliminating counterfeit goods reaching your customers. With Serialize & Track, you can easily identify counterfeit goods anywhere within your distribution channel.
- Assist in the management of distribution channels by identifying retailers or channel partners.
- Maintain peace of mind with the ability to identify rejected products and implement real time segregation of out-of-specification products.

### NO DOWNTIME INSTALLATION

- Serialize & Track's software-based system can be installed and commissioned with zero production line downtime.
- No proprietary hardware or PLC programming changes.
- Many alternatives to ZPI's Serialize & Track require additional hardware or PLC programming changes which need hours or even days of production downtime for installation and commissioning.

### WORLD CLASS SUPPORT

- Our software development and customer support teams are staffed by highly trained personnel.
- Our in house experts are involved in all software development, project programming, testing, system installations and customer support.
- Every support request is assigned to a ZPI software solution expert who maintains ownership of the request from start to finish.