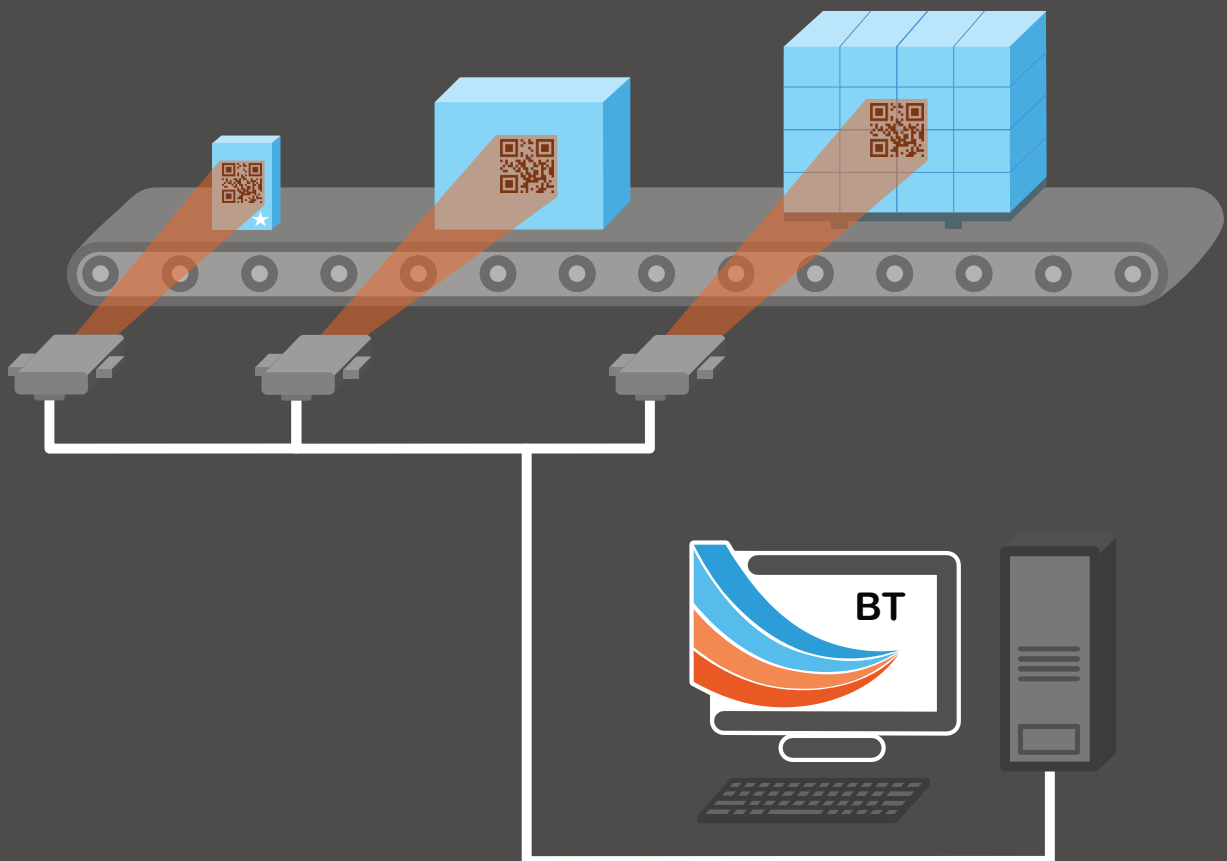


# SerialSoft

## BrandTracker

Comprehensive Brand and Distribution  
Channel Protection using Track & Trace



## The Gray Market Assault on Brands

The issue of gray markets and product diversion is not new, but it has surged in recent years. Brand owners lose hundreds of billions of dollars annually as a result. However, the damage extends far beyond financial losses. Gray markets cause inventory shortages, price fluctuations, shrinking margins, and brand erosion.

Even more alarming, these illicit channels often serve as gateways for counterfeit and stolen goods. Such products may infiltrate authorized supply chains, further undermining margins and, in the worst case, tarnishing or even destroying a brand's reputation. When companies lose control over their brand image, consumer trust can evaporate almost overnight.

## Protect Your Brand – Take Action Against Gray Markets

**If you value your brand, you must protect it.**

Gray market operators thrive because many manufacturers fail to take effective countermeasures. **BrandTracker** offers a flexible and efficient track & trace solution that integrates seamlessly into your production and marketing processes. Combined with patented CRM strategies, it gives you a decisive competitive edge.

Product diversion can occur at any point in the supply chain. To regain control, **BrandTracker** ensures transparency through end-to-end product marking and targeted identity checks. Both overt and covert codes send a clear message: your company is serious about fighting diversion. This helps uncover weak points and reduce risks.

**You don't have to accept gray market losses as a cost of globalization.**

**Take control. Protect your brand.**

### The **BrandTracker** Advantage

Authenticity & Counterfeit Protection

Traceability & Transparency

Increasing Customer Confidence

Improving Brand Control

Efficiency in Logistics & Inventory Management

Support for Return & Recycling Programs

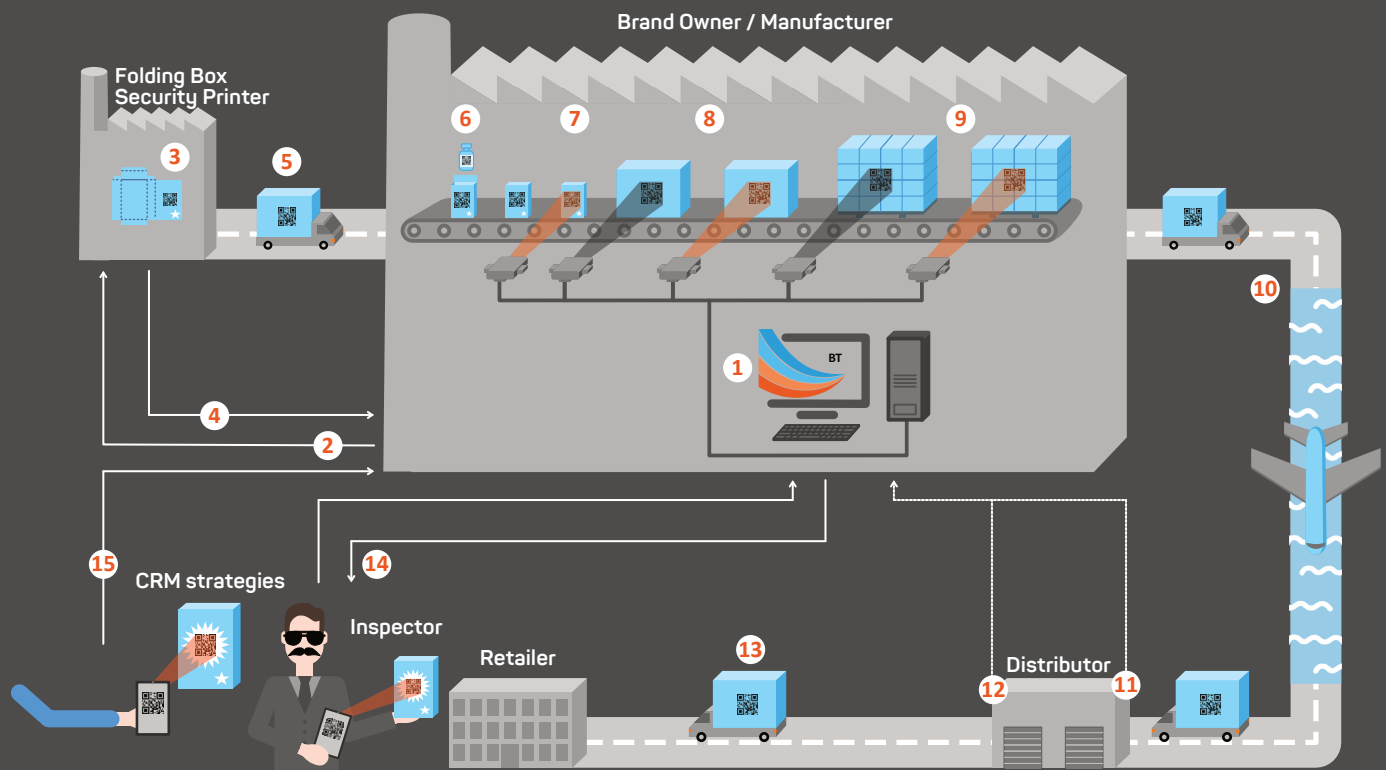
Strengthening Marketing Strategies

Facilitation of Warranty Services

Integration of Digital Technologies

Competitive Advantages


## Typical **BrandTracker** Application



*\*The individual steps and procedures may vary depending on individual requirements.*

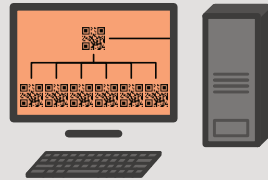
- 1 **BandTracker** or Atlantic Zeiser Trust Center generate unique product codes.
- 2 Codes are sent to folding box security printer.
- 3 Codes are printed and verified.
- 4 A list of all used and unused codes is sent back to **BrandTracker**.
- 5 Flat boxes printed with gray market codes are shipped to the manufacturer.
- 6 Pre-printed boxes are filled with perfume and sealed.
- 7 Codes and numbers are verified.
- 8 Shipping case label with code is printed and verified.
- 9 Pallet label is printed and verified.
- 10 Shipment is sent to distributor.
- 11 Codes are scanned during stock-in and **BrandTracker** is updated.
- 12 Codes are scanned during stock-out and **BrandTracker** is updated.
- 13 Distributor delivers orders to retailers.
- 14 Inspector scans codes of suspected gray market products and updates **BrandTracker**.
- 15 Alternatively codes can be combined with CRM strategies, such as coupons and contests.

## Total Flexibility with **BrandTracker**



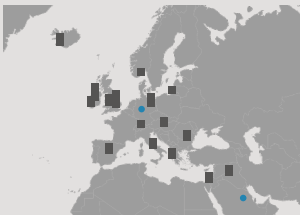
### Aggregation Support

Aggregated packaging is labeled with higher-level codes, ensuring that the full packaging hierarchy is tracked across the supply chain. Changes in Hierarchy through repackaging events are automatically recognized and reflected in the system.



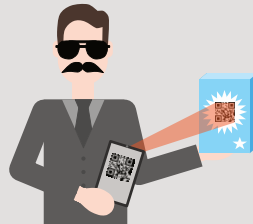
### Authentication & Serialization

**BrandTracker** assigns a unique identifier to every individual product unit. This identifier is typically printed visibly on the outside of the packaging and embedded invisibly inside. Incorrect or missing codes indicate product diversion or counterfeiting.



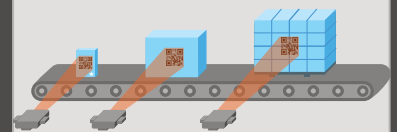
### Destination Auditing

Know exactly where your products are being sold. **BrandTracker** removes the guesswork.



### Inspectors

When diversion is suspected, inspectors scan product samples in the suspicious area using mobile devices, instantly updating the central database.



### Production Site Control

**BrandTracker** ensures full visibility and control of every product unit, from primary packaging to pallet level.

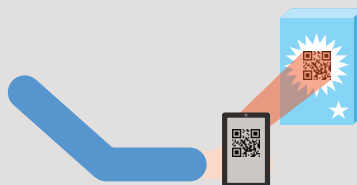
OR



### Predetermined Response Mechanisms

With **BrandTracker** you can set up predefined responses to tackle diversion, counterfeiting, and other threats to your intellectual property.

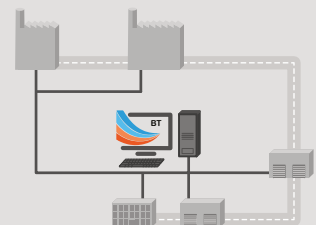
OR



### CRM Integration

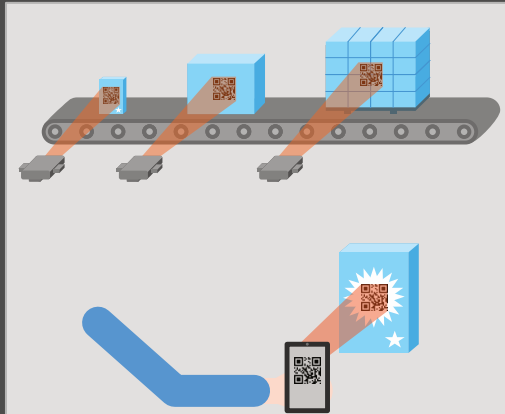
Alternatively, gray market codes can be linked to customer relationship codes, allowing brand owners to automatically receive gray market insights directly from end customers.

OR



### Track & Trace for Complete Product Lifecycle

With **BrandTracker** product units can be tracked continuously from manufacturing through to retail purchase.



## Customized Workflows

Code printing and verification are seamlessly integrated into existing automated packaging lines. The system can also accommodate manual processes such as individualized aggregation and re-palletizing.



## Product History

All product and logistics data is captured and stored at the level of each individual unit. Any product sold in unauthorized regions can be instantly identified through code verification.

## BrandTracker as SaaS Solution



For brand owners who prefer not to host their own internal **BrandTracker** system, SeriSoft offers **BrandTracker** as a Software-as-a-Service (SaaS) solution. In this model, SeriSoft hosts and maintains your **BrandTracker** system in its high-security data center, ensuring seamless monitoring of product movement across all supply and distribution channels.

Customers benefit from 24/7 access to real-time data via a secure web interface, enabling full visibility and control without the need for in-house infrastructure.

## Application Areas of **BrandTracker**

- Perfumes
- Cosmetics
- Luxury Items
- Fashion
- Food & Beverages
- Tobacco
- FMCG
- (Returnable) Packages
- Electronic Devices
- Batteries
- Industrial Products
- Machinery



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