Product validation and authentication

Protecting Australian Brands from counterfeits in the Chinese market

The challenge

Norco, an Australian milk production company, began exporting its products to China due to a sharp increase in demand for fresh milk from Chinese consumers. Soon after, they discovered the potential damage that counterfeiting could impose on their brand.

While Norco wanted to protect its products, brand and financial investments, it also needed to comply with Chinese Food Safety Regulations, which have become more stringent in recent years.

The counterfeit challenge, of course, is based on the consumers' inability to distinguish the original or "real" Norco milk from counterfeits, creating a risk of purchasing non-genuine Norco products.

The solution

It's simple — Ensure consumers are able to identify the genuine product.

Norco partnered with Authenticateit, a GS1 Australia Alliance Partner, to implement its GS1 standards-compliant brand protection platform to eliminate Chinese counterfeits.

The platform offers brand owners an efficient way to track, trace and deter counterfeits by enabling consumers to authenticate the products before they buy them, using a purpose built smartphone App.

In addition, if Norco was to experience a product recall, GS1 standards together with the track and trace platform, would ensure the fast and effective removal of unsafe products from supply chain, including retailers and the wider marketplace. Similarly, when consumers scan the product for authentication, the App can also confirm the product is not subject to a live recall.
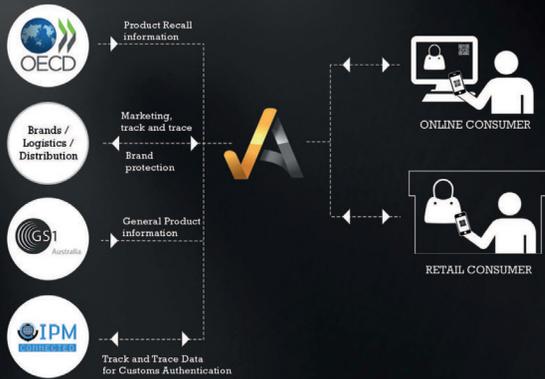
All Norco products for the Chinese market now have a GS1 DataMatrix barcode encoded with unique product data. Consumers scan the barcode to access the distribution data and confirm the authenticity and safety of the product.

"The new pipeline had the capacity to deliver over 20 million litres of fresh milk to Chinese consumers within the first 12 months of operation."

Greg McNamara
Norco Chairman

How it works

■ Authenticateit is now an all-in-one consumer validation app which gives consumers confidence that the products purchased are both authentic and merchantable at the time of purchase.

■ Initiated by Brands in conjunction or in response to Consumer Authorities guidance, Retailers and Consumers can be alerted faster about products that have been identified for recall.

■ The app acts as both a validator and a deterrant to prevent re-sale of recalled items in the second hand market.

■ Available in 26 languages, worldwide.

www.authenticateit.com.au | +61 (3) 9924 4402 | info@authenticateit.com

The result

Today, Norco enjoys the peace-of-mind of a complete, end-to-end, track and trace solution, which significantly decreases the risk of counterfeits affecting Norco's brand and reputation.

Reported results from this implementation include:

72% of consumers who have authenticated a Norco product once, regularly use the App.

67% of consumers who scan the product, access the "Product Insights" function for marketing purposes.

99% of consumers who scan Norco products also check the "Recall" status.

"GS1 Australia has been a key part of the development of brand protection platform, Authenticateit. The solution adopts the GS1 numbering system with the application of the Global Trade Item Number (GTIN) on GS1 DataMatrix. This offers a complete track and trace solution and product identifier for Norco milk products."

Gennady Volcheck
Chief Executive Officer, Authenticateit

Norco milk exported to China

GS1 DataMatrix barcode

CONNECT WITH US

9 312345 024223 >