



Bilcare launches brand protection tech in USA

India-based company Bilcare has launched its brand protection technology - nonClonable - in the US market through its Bilcare Technologies subsidiary.

nonClonable is a fingerprinting technology that relies on the application of micro- and nano-particulate metallic materials - with unique magnetic and optical features - that can be added to a product's primary and/or secondary packaging as well as the label.



The unique motif can be read at any stage in the pharmaceutical supply chain to authenticate packaging and detect counterfeits or diverted product. It can also be used alongside coding systems that allow track-and-trace from manufacturer through to the pharmacy and even potentially the patient.

The fingerprint is made by applying the particles in a random fashion - somewhat akin to firing paint spots at a canvas - and Bilcare maintains that the resulting patent is unique and impossible to replicate.

The fingerprint is truly randomised – no two are alike – so it becomes impossible for a counterfeiter - or even Bilcare itself - to duplicate them. The technology can also be used alongside any other standardised product identification system, including barcodes or 2D matrix codes, on a product label.

nonClonable codes are read using a low-cost, handheld scanner that can also read barcodes, with the signal and verification handled by a real-time IT infrastructure known as BATS (brand authentication system).

The design of the system is flexible enough to comply with future legislation such as- pharmaceutical e-pedigree requirements which are expected to be enforced in the coming years in US, said Bilcare in a press statement.

In addition to its authentication role, the technology can also enhance patient compliance, both in clinical trials and in long-term medical provision, by interfacing with eClinical technologies such as clinical trial supplies management (CTMS) software, patient-reported outcomes (PRO) systems, electronic patient diaries and adverse event reporting systems, according to the company.

That element of the technology ties in closely with Bilcare's other business unit, which concentrate on pharma packaging and clinical supply services.

Tamie Joeckel, Bilcare's senior director, global strategic alliances at Bilcare Global Clinical Supplies, told SecuringPharma.com that the nonClonable technology is currently "engaged in pilots both on the commercial and the clinical trial sides of pharma."

Another key area the company has started to address is the issue of Internet-purchased counterfeit drugs, said Joeckel.

"We are working with partners to establish processes and pilot programmes that allow the consumer to authenticate drugs and consumer products that have been purchased through unauthorised distribution sites."

"As we obtain more pharma partners' participation, the ability to place authentication readers into the market, easily accessible by consumers, will continue to grow," added Joeckel.

From an implementation and rollout perspective, Bilcare said it is working with global consulting partners who will become authorised partners for its portfolio.