

Brand Protection Technologies: Real-world applications in pharma

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About SICPA



- **Market leader in security inks**
for governments, central banks and high-security printers
- Leading provider of **secure authentication, identification, traceability and supply chain solutions**
- Founded in 1927, headquartered in **Switzerland** and operating globally

Agenda

Practical applications of BP technologies

Trends for product authentication in pharma

Tools for product authentication in pharma

2026 VLP Strategy

Keys to a successful BP program

Practical, real-world applications of brand protection technologies



In pharma, patient safety comes first



Pharma companies work with authentication providers who are able to integrate solutions within the existing packaging ecosystem



Solutions providers need to have a proven track record within the industry

Trends for Product Authentication in Pharma

Moving away from Labels – Going Greener

Pharma companies are collaborating with each other

The Pharma world has resources not available in other industries

AI helping bad actors become more sophisticated

Tools for Product Authentication in the Pharma Industry



- **Consider a layered Product Authentication solution.** Needs to be a mix of Covert, Overt and Forensic security features
- Always have a **Plan B**
- A **simulation** is a good sign the Program is working
- **Overt Authentication** – Can read a Billboard

An organization's brand protection program is only successful when clear, tangible benchmarks are established



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