

## **Innovations for Product Branding and Anti-Counterfeiting Protection**

Oliver-Tolas Healthcare Packaging (Booth 1144), a leading supplier of innovative products to the global healthcare market, is developing new product and process innovations for the product branding and anti-counterfeiting needs of medical device and pharmaceutical manufacturers. The potential health and safety risks associated with the use of counterfeit or unsanitary products has increased the need for visual assurance of product integrity as a vital component of package development. This need has led the company to develop innovative solutions to help customers deliver safe and effective products to the end-user.

The exclusive WaterMark and LogoTint technologies enhance medical device packaging with tamper-evident functionality, brand-identity reinforcement, and anti-counterfeiting protection. These enhancements offer added visual assurance of the authenticity of the packaged product.

The company has developed the capability to print micro text, nearly imperceptible text printed on certain package materials, to help guard medical devices and pharmaceuticals against product fraud and maintain consumer confidence and safety.

It has developed a new proprietary SealScience water based adhesive, VisiSeal. This proprietary adhesive has a unique feature that allows for inline visual inspection of seal integrity without opening the package, providing cost savings and greater customer satisfaction.

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