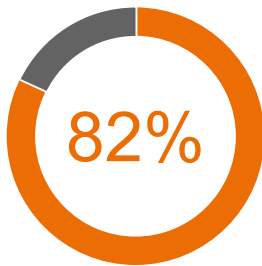


SUCCESSFUL STRATEGIES AGAINST COUNTERFEITING IN THE PHARMA AND CHEMICAL INDUSTRY

Track & trace as well as special brand protection communications have a high priority in the industries for pharmaceuticals, medical devices, and chemicals. This is a result of our recent **Brand Protection Study 2022**, revealing an enormous potential for successful action.

Nearly one in five companies (about 18%) that participated in the Brand Protection Study 2022 are from the pharmaceuticals, medical devices, or chemicals business. Some of the results specifically for this sector include:¹

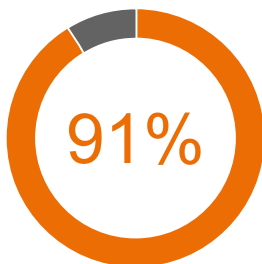
COUNTERFEITING IS RAMPANT



The vast majority of companies (82%) in the chemicals, pharmaceuticals, and medical devices sector is strongly or very strongly affected by counterfeiting. Results for this sector exceed the average for all industries surveyed by more than 10 percentage points.

The importance of the problem appears to be particularly high: More than half of the companies affected (56%) even say they are very strongly affected by counterfeiting.

FURTHER AGGRAVATION EXPECTED



A high need for action also exists for the future: Nine out of ten chemical and pharmaceutical companies surveyed expect the counterfeiting problem to get worse or do not rule this out. The global coronavirus pandemic is apparently exacerbating the situation, particularly in the pharmaceuticals sector.

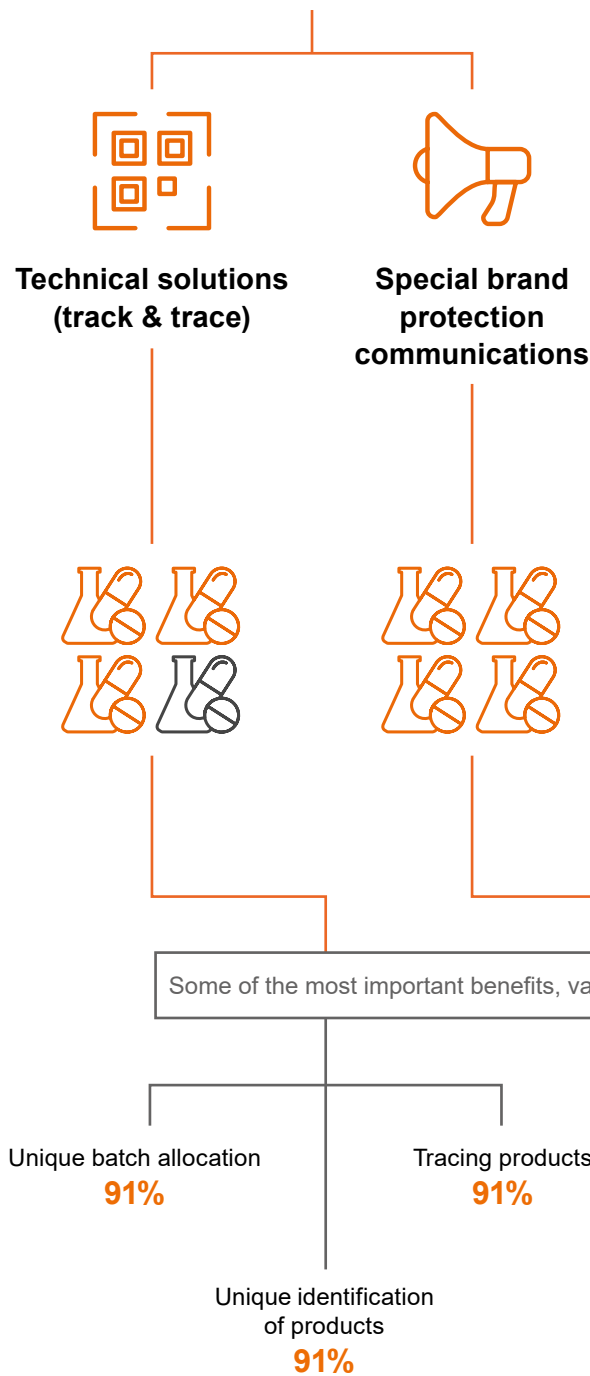
“The pharmaceuticals and medical devices sectors, as well as the chemical industry, appear to be particularly impacted by IP misuse and counterfeiting. Companies can efficiently respond with innovative brand protection measures.”

STEFFEN BAUMHAUER
Head of anti-piracy communications
Karg und Petersen Agentur für Kommunikation GmbH

Brand Protection Study 2022
by Karg und Petersen and Arvato Systems



INNOVATIVE MEASURES HAVE HUGE POTENTIAL



It is their innovative measures which pharmaceutical and chemical companies rate especially high: Around three out of four of the companies surveyed about this are (very) satisfied with their technical solutions; and all respective companies surveyed regard their brand protection communications as (very) positive.

Companies of the pharmaceuticals, medical devices, and chemicals sector particularly value the benefits of marking, tracking, and allocation of their products when it comes to technical solutions. In this, they differ from other industries, which on average also prioritize simple product verification and real-time data, for instance.

Remarkably, all companies surveyed from the pharmaceuticals, medical devices, and chemicals sector say that keeping customers and distributors informed is essential. They place even more emphasis on this aspect than the average of all industries surveyed.

PHARMACEUTICAL FAKES IN FOCUS FOLLOWING COVID-19 PANDEMIC

- > During the coronavirus pandemic, sales of illicit medical and personal protective equipment (PPE) products increased strongly, with criminals attempting to profit from a high demand and the insecurity felt in the pandemic.
- > Counterfeit pharmaceuticals are now mostly sold on the Internet: via online platforms and well-known social networks as well as on the dark web.
- > In some cases, clandestine production facilities for fake medicines are operated within the European Union – while many fake pharmaceuticals continue to originate from countries outside of the EU, such as China, Türkiye, and Vietnam.

Source: EUIPO, Europol: Intellectual Property Crime Threat Assessment, 2022

ANTI-COUNTERFEITING PAYS OFF



Companies in the chemicals, pharmaceuticals, and medical devices sector clearly benefit from actively tackling counterfeiting: Around nine out of ten companies are fully satisfied (5 stars) or largely satisfied (4 stars) with their measures. And not one of the companies surveyed expresses dissatisfaction.



“Brand protection can clearly benefit from innovative communications and from track & trace. This becomes evident from our insights gained in the heavily impacted industries for pharmaceuticals, medical devices, and chemicals.”

PAULINE POPPENSIEKER
Anti-counterfeiting expert
Arvato Systems

Learn more now – download the results report
of the Brand Protection Study 2022!

kup.li/study

arva.to/Brand-Protection-Study

 **KARG UND PETERSEN**
Kommunikation für Weiterdenker



Anti-Piracy Communications for effective brand protection

Karg und Petersen provides companies of all sizes with innovative marketing communications. Founded in 1996, the agency has truly unique expertise in brand protection and anti-counterfeiting: Using specially designed measures from PR and marketing, companies can increase the impact of traditional brand protection measures, reduce the demand for counterfeit goods, and activate key stakeholders. We can help protect your company from counterfeiting – based on about 25 years of experience.

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Counterfeit Protection with Serialization and Track & Trace

Global IT specialist Arvato Systems supports major companies in Digital Transformation. About 3,100 staff in over 25 locations stand for in-depth technology expertise, industry knowledge, and focus on customer requirements. Working as a team, we develop innovative IT solutions, transition our clients into the Cloud, integrate digital processes, and take on IT systems operation and support. As a part of the Bertelsmann-owned Arvato network, we have the unique capability to work across the entire value chain.

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Karg und Petersen Agentur für Kommunikation GmbH, Dorfackerstraße 26, 72074 Tübingen, Germany; +49 7071 98988-0; www.karg-und-petersen.de
In cooperation with: Arvato Systems GmbH, Reinhard-Mohn-Straße 18, 33333 Gütersloh, Germany; +49 5241 80-80 888; www.arvato-systems.de

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¹ Since it was not mandatory to answer every question, some questions were not answered by all study participants; this includes, for example, details on the industry of the participating companies.