

## Honeywell introduces tech to prevent counterfeit of pharma products

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**Software features digital code in packaging and authenticator smartphone application for iOS and Android**



Global firm Honeywell has announced digital authentication technology for pharmaceutical products in a bid to fight rising counterfeit crime in India. The solution comprises a digital code that is embedded in the packaging of pharmaceutical products.

The end-user can validate the authenticity of the product by scanning the digital code with the help of a smartphone letting the end-user know it is safe to use.

The software that validates the product's authenticity through a database is accessible through a Honeywell app available for download for iOS and Android users and gathers market intelligence.

Hitesh Mehta, GM, Advanced Materials, Honeywell India, said, "Honeywell is deploying its authentication technology for the pharmaceutical industry in response to the growing menace of counterfeit products. Our sophisticated authentication technologies feature printing and substrates which can be easily identified but are difficult to alter and duplicate. Our technology offers brand protection for manufacturers and assurance of authentic products for end-users."