

PROTECTING THE VALUE AND REPUTATION OF A BRAND

CEPS

06/11/2017



ESSENTRA

PROTECT

OFFER SECURITY TO PROVIDE PEACE OF MIND

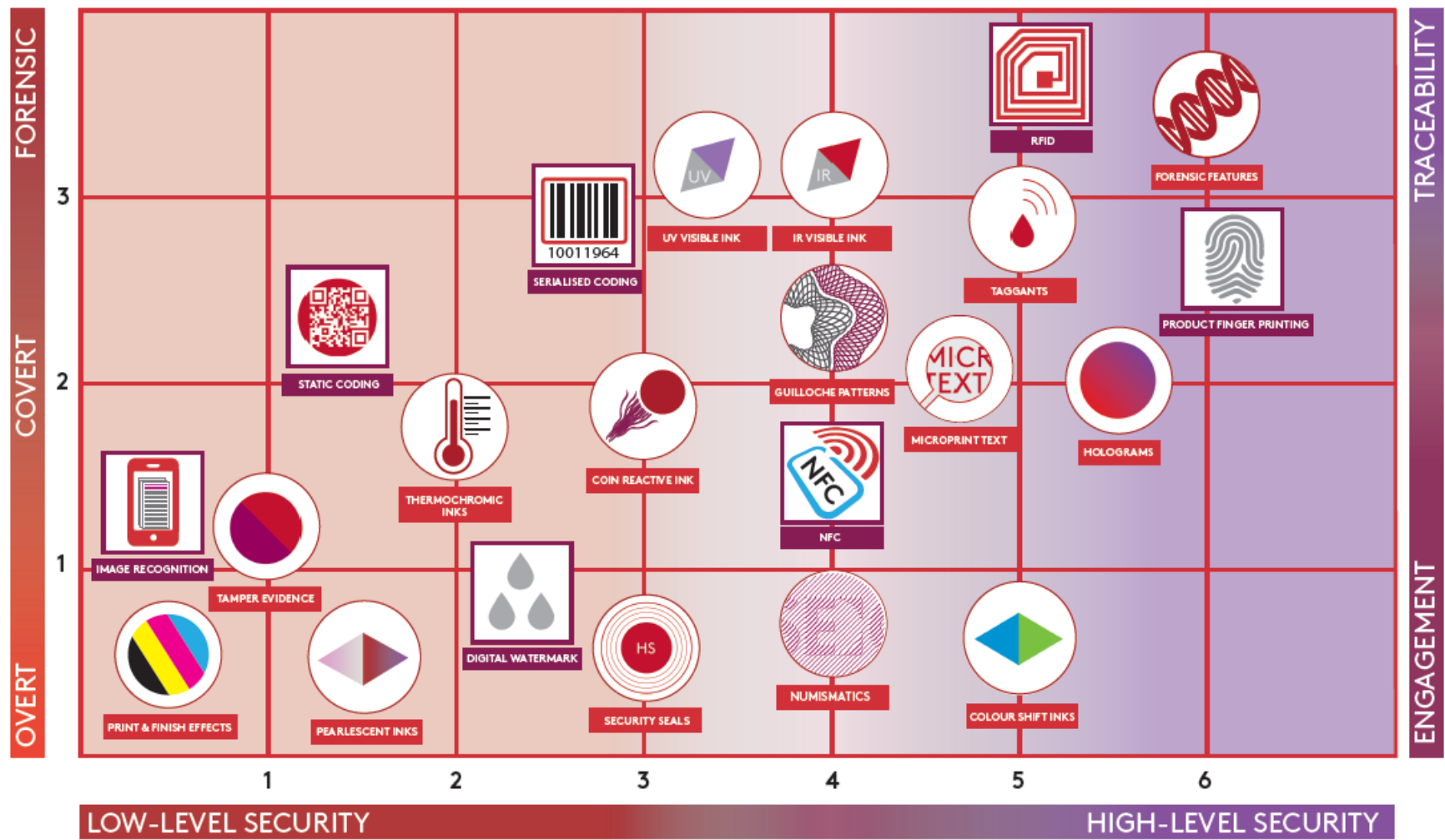
It is estimated that 5-9% of the annual global trade is accounted for by counterfeit goods and products.

- The continued impact of illicit trade has resulted in increased focus and activity by, amongst others, regulatory bodies in the implementation of legislation to help counteract this.
- Providing protection to help tackle this problem has seen the consideration of 2 distinct technology groups;
 - Authentication (including Tamper Evidence)
 - Track and Trace.
- Effective counterfeit protection aims to make a product as difficult as possible for a counterfeiter to copy.
 - Layering solutions offers the best form of protection



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MULTILAYERED APPROACH

THE BIGGER THE THREAT THE SMARTER THE SOLUTION

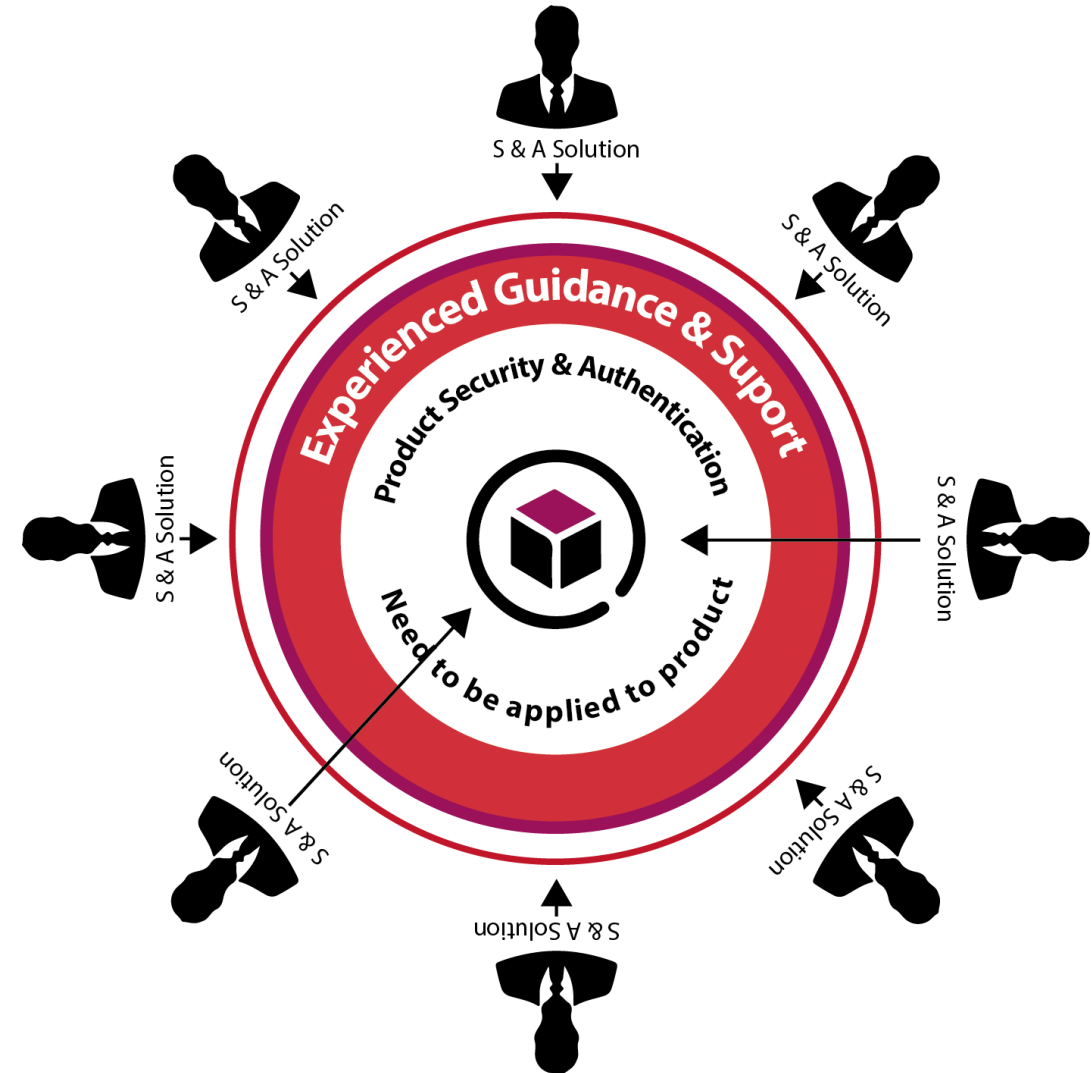
- A layered approach provides the best deterrent to counterfeiters, by making it more difficult and costly to replicate genuine products.
- No solution offers 100% protection, but the layered use of features means that protection is not reliant on a single element.
- Creating this multi-layered approach can be difficult for brand owners and technology providers alike.



SECURE SOLUTIONS DELIVERED

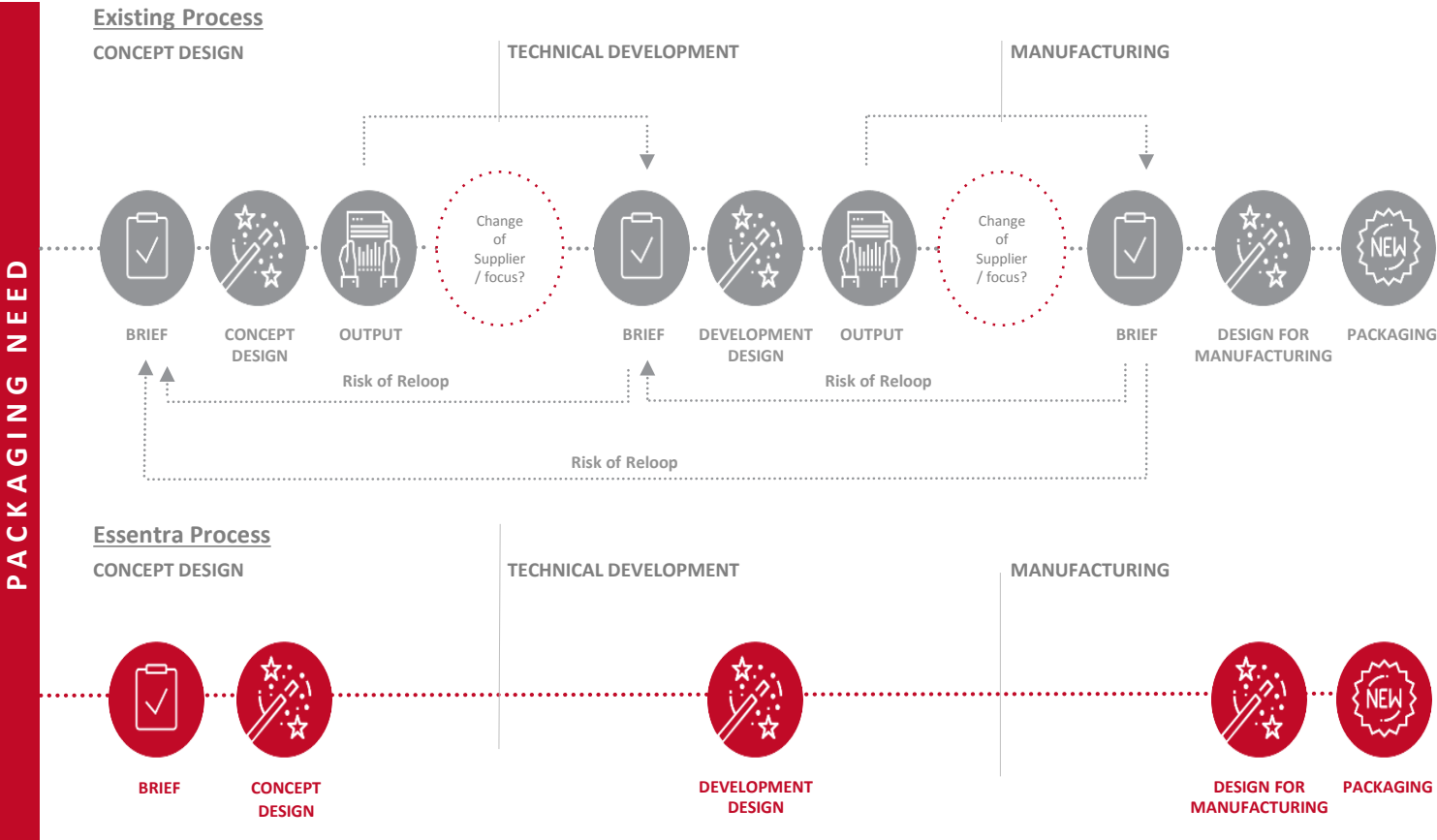
THE POWER OF A TRUSTED CONVERTER

- A packaging converter partnership could benefit brand owners and technology providers, providing the link to help solve problems.
 - Expertise with a variety of solutions and applications
 - The ability to recommend impartially with product success at the core of the selection
 - Facilitating the relevant conversations with the appropriate solutions



SECURE SOLUTIONS DELIVERED

CREATIVITY, EXPERTISE, RESULTS



LISTEN

- We Partner with customers to work out what's needed

PARTNER

- We work alongside our customers as one united team

DEPLOY

- We monitor our solutions to ensure they perform consistently

EVOLVE

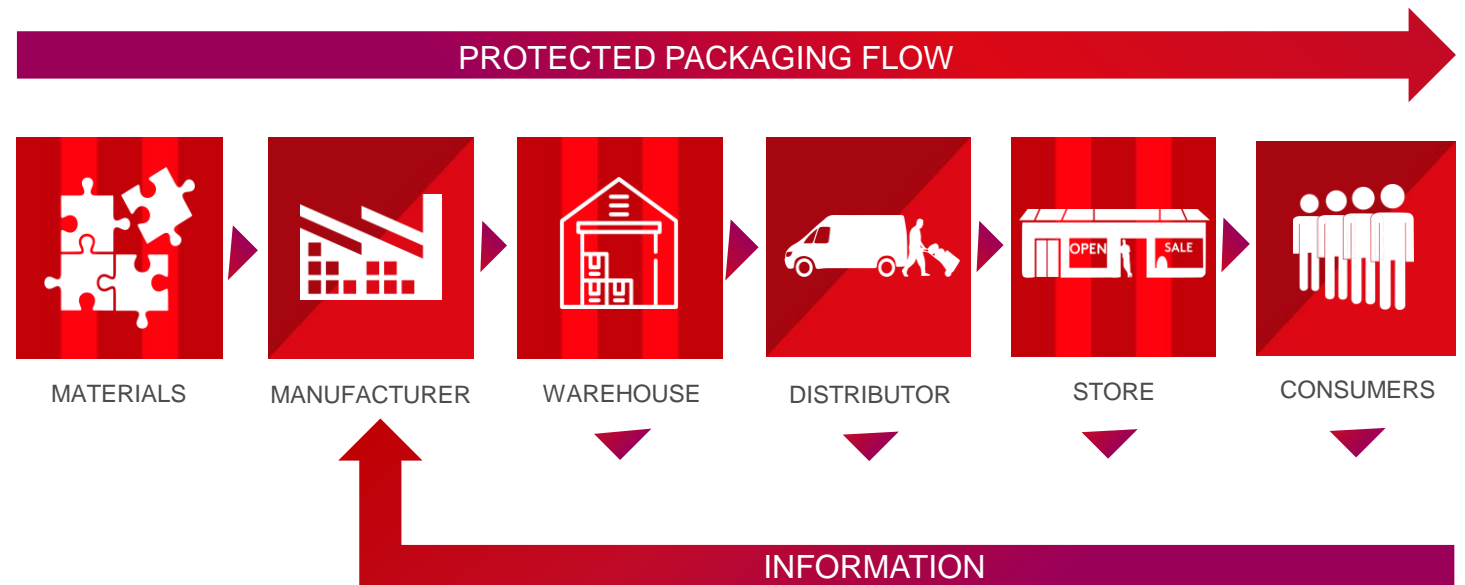
- We continuously develop our products, fine-tuning them for optimal performance.

Meet regulatory demands effectively and protect consumers

SECURE SOLUTIONS DELIVERED

THE BIGGER THE THREAT THE SMARTER THE SOLUTION

- Packaging is an accessible medium to carry anti counterfeit solutions throughout the supply chain.
- Solutions don't just have to be functional, they can also facilitate engagement.
- The ability of a trusted and knowledgeable packaging converter to implement this effectively is key.



Supported by our in-house design studio, R&D and expert print facilities,

Essentra delivers solutions and not just packaging.

ABOUT ESSENTRA PLC

Essentra plc is a leading global provider of essential components and solutions.

- Listed in the UK on the FTSE 250 index, with 2016 revenue of £1.1 billion GBP
- Strong market positions
- International coverage with growing presence in developing markets
- Long term, blue chip customer relationships

Stability, Strategy and Growth





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THANK YOU