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**Systech Launches Brand Protection Innovation Series to Educate Global Brands and Supply Chain Participants**

***Learn something new in 20 minutes wherever you are, with live cross-industry experts and Q&A***

**PRINCETON, N.J. – (April 14, 2020) Systech, the leader in digital brand protection, today announced it is providing a complimentary online weekly series of conversational webinars. These sessions span global supply chain issues including brand protection, with a focus on how to stay one step ahead of increasingly sophisticated counterfeiters and gray market criminals.** [The Brand Protection Innovation Series](https://page.systechone.com/r/brand-protection-innovation-series?utm_source=prweb&utm_medium=event&utm_campaign=bpiswebinarseries) **begins Wednesday, April 15, 2020.**

“As we navigate this new reality of social distancing both personally and professionally, it behooves us to discover new ways to stay informed and connect with our industry peers. This is what inspired Systech to join forces with customers and partners – experts across industries – to launch the series,” says Jefferson Barr, vice president of marketing at Systech.

Anyone from the pharmaceutical, cosmetics and beauty, wine and spirits, food and beverage, and other industries is invited to subscribe to the 20-minute live conversations. Industry experts and academia will converse on how to tackle and solve difficult global [supply chain challenges](https://www.systechone.com/solutions/brand-protection-anti-counterfeiting-anti-diversion/). Topics include:

* Product counterfeiting and diversion
* Supply chain track and trace
* Intelligent packaging solutions
* Consumer mobile engagement
* Innovative technologies that increase supply chain visibility
* Understanding how to measure brand protection ROI

Listeners are encouraged to bring insights and ideas to the conversation. This is a weekly series running every Wednesday at 11am ET. The first two episodes are April 15 and April 20.

April 15 – Susanne Somerville, CEO of Chronicled

Saleable returns and Blockchain for the pharma supply chain.

April 22 – David Yingling, Brand Protection and Product Security, Johnson & Johnson

Get a look inside how Johnson & Johnson disrupts the illicit trader’s ability to mimic products and how they're making it easier to identify what is genuine vs. suspect.

[Register here](https://page.systechone.com/r/brand-protection-innovation-series?utm_source=prweb&utm_medium=event&utm_campaign=bpiswebinarseries) **to tune in to the complimentary Brand Protection Innovation Series. All conversations will be recorded and available later as on-demand episodes.**

About Systech:

[Systech](https://www.systechone.com/) International, a Princeton, New Jersey-based company, has developed an innovative software suite of authentication and traceability solutions to combat counterfeiting, prevent diversion and meet regulatory compliance. Built on decades of experience as the leader in pharmaceutical serialization, Systech is revolutionizing brand protection with its comprehensive suite that delivers the real-time insight, actionable product data, digital connectivity and consumer engagement functionality needed to fight supply chain threats. Global brands across industries rely on Systech to keep their products authentic, safe and connected as they move through the supply chain.

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