

WHAT WILL BE IMPORTANT FOR MANUFACTURERS AND IMPORTERS!

To combat product counterfeiting in Russia, the serialization of an increasing number of products will be mandatory. Until the end of 2019 the following product groups are affected: Tobacco, Footwear, Perfumes, Products of the Light industry, Medications etc. Every product within the defined product group, which is manufactured in Russia or imported into Russia needs to be labelled with a specific data matrix code. The data matrix code consists of an identification part and a verification part (crypto key). The identification part contains the GTIN and the Serial Number and can be generated by the manufacturer itself, while the verification part, consisting of the Verification Key and the E-Signature, needs to be requested from the system provider (CRPT).



Name	AI	Number of symbols	Type of symbol
GTIN *	(01)	14	numerical
Serial number *	(21)	13	numerical or alphanumerical
Verification Key *	(91)	4	numerical
E-Signature *	(92)	88	numbers, capital and lower-case letters of Latin Alphabet, as well as special characters
Batch	(10)	20	numerical or alphanumerical
Expiry Date	(17)	6	numerical

These requirements for the data matrix code are exemplary for the product group medications and slightly differ in other product groups

* mandatory field

Our solution BetterID, which is specially designed for serialization requirements in Russia, generates serial numbers, delivers them to the system provider of the Russian track and trace system (CRPT = Center for Research in Perspective Technologies) and also demands simultaneously the verification part, so that the printing of the required data matrix code can be initiated accordingly.

Become compliant with our help!

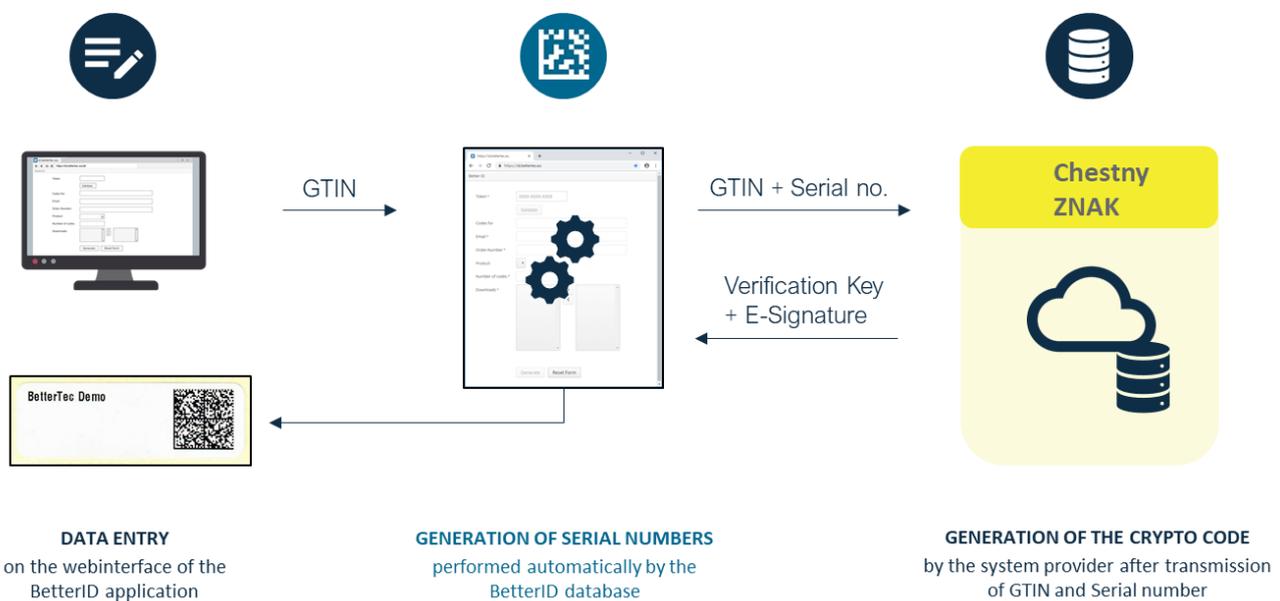
As a small company the BetterTec Services GmbH offers customized solutions and an all-round-support to its customers. For us you are not one among many others. Every customer is consulted individually and is looked after by a personal contact person.

BetterID

Russia 2019

Generation of the datamatrix code

To generate a compliant data matrix code, you can use our solution BetterID which is a web-based application and hence can be assessed from any computer. To do so, the operator only enters the GTIN of the product (Batch and Expiry Date are optional) on the BetterID web interface. BetterID now ensures a safe generation of Serial Numbers and passes them on to the system provider (CRPT). Upon receiving the GTIN and Serial Number, the system provider generates the verification part of the code. The Verification Key and the E-Signature will be transmitted back to the BetterID module and the operator receives the compliant data matrix code. The printing of labels can then be initiated on the BetterID web interface and the operator also receives a download file with the generated codes. Alternatively, the file can be passed on to a printing company who prints these data matrix codes on the folding boxes.



BetterTec

ABOUT US

The BetterTec Services GmbH is headquartered in Cologne, Germany and develops solutions for the serialization and personalization of products and documents. BetterTec serves its customers in the fields of distribution control, commissioning (pick, pack & ship), customer loyalty (CRM) as well as in the management of product recalls and warranty claims.

BetterTec maintains close, strategic partnerships with specialists for smart packaging solutions with integrated product security, as well as solution providers for the monitoring and enforcement of intellectual property rights.

YOUR CONTACT PARTNER

Stefan Jentgens
sj@bettertec-services.com

Annika Schürmann
as@bettertec-services.com

Address:

BetterTec Services GmbH
Heinrich-Rohlmann-Str. 8
50829 Köln
Deutschland

Phone:

+49 (0)221 783 067-40