



Packaging World presents  
**Brand-Protection Packaging Webcast**

**Tuesday, May 5, at 2 pm EDT (1 pm CDT, 12 noon PDT)**

Get up to speed on leading-edge trace-and-trace technology and other brand-protection solutions and strategies in a FREE, hour-long Web seminar with Q & A session.

Learn how track-and-trace technology fits into your authentication and anti-counterfeiting toolset and see how it can be applied in a wide range of industries. Dr. Albert Ahn, President, AB Science will discuss the track-and-trace implementation he'll be using to protect AB Science's cancer treatment pill for dogs. Ahn explains how this same technology can play a vital role in safeguarding the human food supply.

Ken Branch of Latitude 49 will describe how companies can develop a "security design process," with input from all personnel who hold corporate security responsibility. High-value brand owner companies need to build a security culture that integrates both security and IT systems with managers throughout the company.

Join us on May 5th to learn more from these experienced brand protection professionals.

**Who should attend:** Packaging decision-makers across all industries, specifically professionals involved with:

- Supply Chain and Distribution
- Packaging and Labeling
- Compliance | Security | Information Systems
- Regulatory Affairs | R&D | Marketing
- Global Business Development

**Plan to participate in a Q & A session following the live Webcast with these professionals**

**Presenters:** Dr. Albert Ahn, President AB Science  
Ken Branch, Principal, Latitude 49 Security Assurance Systems

**Moderator:** Patrick Reynolds, VP/Editor, *Packaging World*

**Register now! [Packworld.com/wc/bpp](http://Packworld.com/wc/bpp)**

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