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# Case Study: IBSA | Using Serialization to Ensure Product Integrity




When counterfeiters and tampering threatened IBSA Italy's brand and reputation, they turned to their EU FMD serialization team to protect the quality and authenticity of their products. Learn how they used serialization to regain control of their image and ensure the integrity of their product. IBSA's poster, "Unique Identification Code for Dermoaesthetic Products," was one of two winning posters out of 11 featured during FutureLink Barcelona's interactive Poster Sessions.

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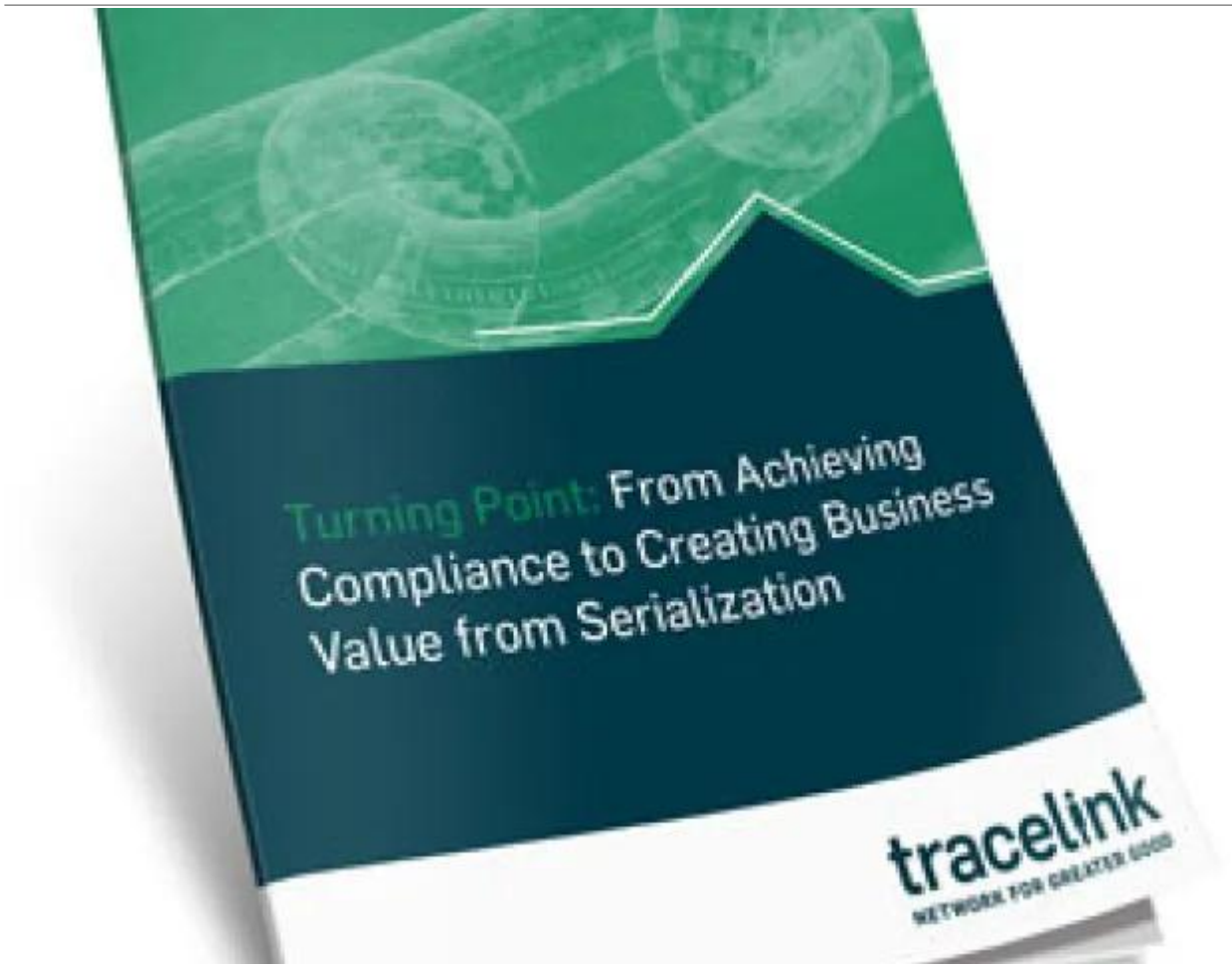
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