

## Pharmachain project update newsletter

A regular newsletter prepared for Pharmachain stakeholders and others interested in cutting edge applications of blockchain technology.

Whether you are a current client, investor, contractor, or simply someone who wants to keep up to date with this fast-moving field, we hope this will be a useful source of information for you.

Focus for this edition – [Provenance Problems and Traceability Troubles](#)

Dear Readers!

It's been a busy few months at Sprytech and we are very excited to update you on our progress with Pharmachain, our unique supply-chain control system running on our own patented blockchain technology.

Following on from the success of our exhibition at Blockchain Live, hosted this year at the London Olympia, the team are now preparing to showcase our technology at [Tech Connect Live](#).



Please do drop by our stand B-17 on the day for a chat, and if you have any questions about our products or services in advance of the event our team can be reached via the contact details above and would love to explain our vision for blockchain business solutions to you!

### **SPRYTECH LTD**

Kemp House, City Rd, London, EC1V 2NX Tel: +44-2086140787

E-mail: [info@sprytech.uk](mailto:info@sprytech.uk) Website: [www.sprytech.uk](http://www.sprytech.uk)



### Provenance Problems and Traceability Troubles

Turning to the specific focus of this edition, we've been doing a lot of thinking recently about the potential broader applications of Pharmachain to supply-chain analysis in general.

The recent news that US fashion brand [New Balance would be trailing a blockchain application](#) to combat problems of traceability in their supply-chain is simply the latest example of global companies beginning to engage with blockchain as a practical technology that can solve real-world problems.

In fact, three key macroeconomic trends can be identified which make supply-chain management, analysis, and optimisation a key business concern for the following years.

1. Firstly, the **growing complexity** of many regional and international supply-chains, both for political and purely technical reasons in putting traditional IT solutions under strain.
2. This deepening complexity is coming against a backdrop characterized by the rise of **activist investors** taking a much more direct interest in the business practices of companies they allocate their capital towards. As such, an increasingly high premium is being placed on traceability and transparency in the supply-chain.

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3. Finally, the consolidated trend for so-called '**ethical consumption**', where consumer spending decisions are more and more influenced by access to reliable information about both the provenance of ingredients or raw materials in the case of tangible products, or the business culture of the organization in question where the purchase of services is concerned, needs to be acknowledged as relevant.

With these considerations in mind, the [Pharmachain application](#) we have developed with partners in the global pharmaceuticals industry can be viewed as an available and easily implementable IT solution appealing to a much wider range of industries and markets.

If your business, large or small, is finding it difficult and increasingly costly to adapt to these challenges, please feel free to contact us for more info, or if you would like to see a demonstration of our blockchain solution.

Until next time,

The Sprytech Team

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