

Microscopically small colour codes uncover plagiarism

In times of illegal overproduction and obscure distribution channels product liability is more and more becoming an important topic. Supplying evidence that a defective product is not a manufacturer's original but a counterfeit is often complicated. Recourses in millions may menace a company. With SECUTAG®, an unimitable security system, Simons Druck provides an answer to this problem. An individual colour code is associated with a product like a genetic fingerprint. The world's smallest colour code SECUTAG® is invisible to the eye.



Microscopically small and extremely durable melamine-alkyd-polymer particles are the basis of the security system. The particles are world-wide unique feasible in different sizes from 5 to 45 µm depending on the application. The security code is realised by the so called sandwich process which features four to eleven different coloured layers. The applications of the micro colour codes are exceedingly versatile: The colour particles can be detected when added to solids, powders and liquids as well as applied to animals and plants. SECUTAG® is easily applicable and can also be admixed to products. Due to its composition it is harmless to foods, printable and thermally as well as chemically resistant.

A further advantage of the colour-code system is its easy handling. Complicated procedures are not necessary for the coating and the analysis of genuine products. An easy coating is for example possible using a dispenser. Even the analysis is very easy. Expensive or complicated equipment is not required. A simple tube microscope (100X) is suited as reader.

SECUTAG® is manufactured under highest standard of security. Each customer acquires its personal, forgery-proof SECUTAG® colour code. It secures the products like a fingerprint and is accepted as decisive evidence in court. Product piracy, grey-market- and re-import have been proved and unjustified claims of product liability have been overruled. Despite of these advantages SECUTAG® is one of the world's most competitive security systems. The cost of marking one product amounts to a fraction of a cent.

For further information on product safety and SECUTAG® please refer to Simons Druck und Vertrieb GmbH, Lise-Meitner-Str. 6, 48301 Nottuln. Fon: +49-2502-23 33 0, Fax +49- 2502-23 33 33, or visit www.secutag.com.

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**ARIADNE MedienAgentur, Kiefernweg 13, 76149 Karlsruhe
Fon: +49-721-9703023 • Fax: +49-721-788370 •
E-Mail: Agentur@Ariadne.de**