

Microscopic colour codes challenge product piracy

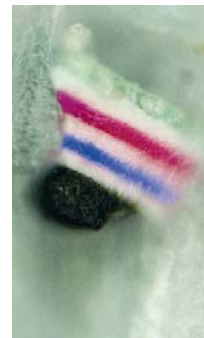
If branded watches, clothes or shoes, all these products are not only available as originals but also as counterfeits on a prospering black market. According to the OECD the economic losses are amounting to approximately 300 billions Euro per year. Manufacturers are threatened not only with losses of sales and declines in prices but also with the loss of their reputation. But this is over now: microscopic colour-code particles challenge product piracy.

With SECUTAG®, Simons Druck has been successfully providing an unimitable security system to the market for over ten years. SECUTAG®, the world's smallest colour-code particle, is invisible to the eye. One colour code is individually associated to a product. 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. They can be identified in their specific colour combination and colour configuration among millions of different codes but can not be imitated.

The applications of SECUTAG® are exceedingly versatile: The colour-code particles can be detected when added to solids, powders and liquids as well as applied to animals and plants. Due to its composition SECUTAG® is printable and thermally as well as chemically resistant. SECUTAG® is easily applicable and can also be admixed to products. 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. A simple tube microscope (100X) is suited as reader for the analysis. Expensive or complicated equipment is not required.

SECUTAG® is manufactured under highest standards of security. Each customer acquires his personal SECUTAG® colour code. It secures the products like a genetic 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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