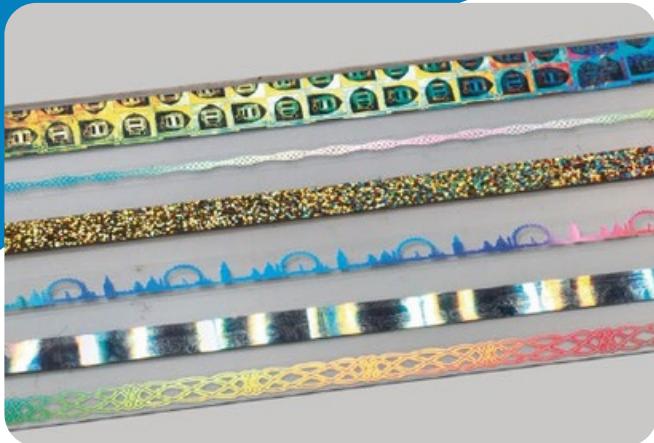


# BRAND PROTECTION

Protecting the value and reputation of a brand



Criminals are becoming ever more sophisticated in their attempts to fake goods, with some estimates suggesting that 5-9% of the annual global trade is accounted for by counterfeits. Whatever industry you are in, we want to help ensure that your consumers are protected and receive the product that they intended to purchase.

## AUTHENTICATION

### WHAT IS AUTHENTICATION?

Supastrip Tapes offer a range of anti-counterfeit solutions. These features allow authentication of the product they are protecting. In essence, they can indicate that a product is genuine and distinguish it from fakes.

### LAYERED SOLUTIONS FOR ENHANCED PROTECTION

Effective counterfeit protection aims to make a product as difficult as possible to replicate.

No solution offers 100% protection, but the layered use of features means that there are more locks guarding your safe.

### THE SUPASTRIPE TAPES APPROACH

Product protection is not "one size fits all". Understanding the issue is critical to deploying an effective security solution.

**Listen** - We collaborate with our customers to work out what's needed.

**Partner** - We work alongside our customers as a united team.

**Deploy** - Monitor the solutions to ensure they perform consistently.

**Evolve** - We develop and adapt solutions for continued optimal performance.

## OUR SOLUTIONS



We offer options from all levels of the security pyramid, including;

- The covert-forensic Patron Taggant system
- Overt and covert security inks
- Holograms
- Overt tamper protection
- Security print designs

Contact us for more information:

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