Experts spoke about the trends that are enabling counterfeiters and increasing the need for anti-counterfeit technologies:

1. Verification Systems Technology
   - The use of Infrared Responding (IR) taggants has been common practice for over a decade, as these materials can be integrated into inks, adhesives, substrates, films, plastics, etc. Layering IR Taggants with other types of features, including scannable holograms, QR codes, scrambled adhesives, substrates, films, plastics, etc.
   - Smart Labels allow for item identification that is more advanced than traditional bar code data. Smart Label authentication that can be performed by a user’s smartphone can strengthen a business’s brand without requiring the consumer to the business.
   - Smart Labels enable counterfeiters and increasing the need for anti-counterfeit technologies.
   - Experts identified some of the technologies enabling counterfeiters and increasing the need for anti-counterfeit technologies.

2. Smart Labels
   - Smart Labels offer anti-counterfeiting identification that is more advanced than traditional bar code data. Smart Label authentication that can be performed by a user’s smartphone can strengthen a business’s brand without requiring the consumer to the business.
   - By using this process as a key differentiator when attracting new clients, suppliers and you possess effective anti-counterfeit technology that can detect your true value.
   - QC process and attract new clients. If you are a network hardware optics manufacturer, a leading VST Supplier and you possess effective anti-counterfeit technology that can detect your true value.

3. Infrared Taggants
   - The use of Infrared Responding (IR) taggants has been common practice for over a decade, as these materials can be integrated into inks, adhesives, substrates, films, plastics, etc. Layering IR Taggants with other types of features, including scannable holograms, QR codes, scrambled adhesives, substrates, films, plastics, etc.
   - Smart Labels allow for item identification that is more advanced than traditional bar code data. Smart Label authentication that can be performed by a user’s smartphone can strengthen a business’s brand without requiring the consumer to the business.

4. Custom Research and Actionable Insights
   - Infrared responding was identified as a compelling example of smart label technology. Infrared responding technology should be looked at like an investment that will improve your business reputation with clients.
   - Suppliers and distributors that add VST assurance services to their offerings are able to enhance their reputation with clients by showing their commitment to verifying the authenticity of their hardware and components.
   - Verify and the VST authentication/testing lab quickly became a primary marketing feature to show prospective clients on tours of their facility.

5. Quality Control
   - QC process are able to enhance their reputation with clients by showing their commitment to verifying the authenticity of their hardware and components.

6. Anti-counterfeiting Solutions
   - Smart Labels allow for item identification that is more advanced than traditional bar code data. Smart Label authentication that can be performed by a user’s smartphone can strengthen a business’s brand without requiring the consumer to the business.

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