

Top Trends in

Anti-Counterfeit Technology

Counterfeiting is a massive industry that harms the economy, individual businesses, and consumers. Not only does counterfeiting result in lost jobs and damaged reputations, it can potentially injure or even kill consumers that use counterfeited products such as pharmaceuticals. Each industry requires its own unique anti-counterfeiting solutions, but all will require a combination of overt and covert technologies. There are many obstacles to implementing anti-counterfeiting solutions, including educating companies about the return on investment of these technologies and educating consumers about the risks and of purchasing counterfeit products. Seven experts in anti-counterfeiting technology came together to discuss the trends that are currently shaping this field.

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



counterfeit goods, with one significant example being counterfeit pharmaceuticals from online pharmacies. In other words, the growth in the courier package delivery could probably be correlated guite well with the continued growth in counterfeiting. Of course, it is much more difficult for the concerned government agencies to try to interdict a million courier packages compared to a single conex box, and the counterfeiters have responded accordingly." Jon Kellar

"The ease of courier package delivery has made it much easier to deliver

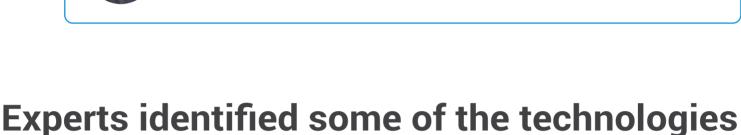


Director, Center for Security Printing and Anti-Counterfeiting Technology

"The cost of the implementing anti-counterfeit technology can be offset



by the increase in sales of the high risk products. The anti-counterfeit technology should be looked at like an investment that will improve your QC process and attract new clients. If you are a network hardware supplier and you possess effective anti-counterfeit technology that can reduce the threat of receiving non- authentic products, it is in your best interest to market your verified products as the 'safe buy'." **Ed Thomas**



best suited to address the range of problems presented by counterfeiting... 1. Verification Systems Technology



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

CEO, Verification Systems Technology

use this process as a key differentiator when attracting new clients. "The most highly counterfeited network hardware devices are optic transceivers, or SFP's. The distributors that utilize the Verification Systems Technology - (VST) authentication software had an accurate

way to identify non-authentic network hardware optics. The reputation the VST distributors earned as the 'safe buy' for optics carried over to

VST is an online test platform that identifies quick and accurate authentication

of optic transceivers. Distributors that add VST assurance services to their



other network hardware opportunities. They earned higher margin for the verified optics and the VST authentication/testing lab quickly became a primary marketing feature to show prospective clients on tours of their facility." **Ed Thomas** CEO, Verification Systems Technology

Smart Labels allow for item identification that is more advanced than

traditional bar code data. Smart Label authentication that can be performed by

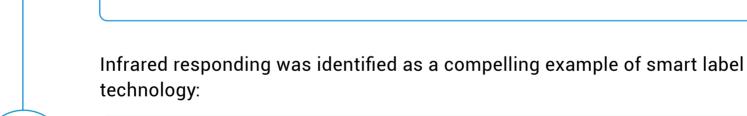
a user's smartphone can strengthen a business's brand without requiring the



use of additional specialized devices, while also providing information about that consumer to the business.

2. Smart Labels

"Another, more technical, approach is to harden targets of commonly counterfeiting products. Smart security labels, sometimes called smart tags are being developed as invisible tags on products at high-risk for counterfeiting. These nanomaterials exhibit unique properties under certain kinds of light, heat, or magnetic fields as a form of security labeling not available to counterfeiters."



technology: "The use of Infrared Responding (IR) taggants has been common

Jay Albanese

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

having significant traction, although it is still early days."

Professor, Virginia Commonwealth University



Neil Ivey EO, BrandWatch Technologies

indicia, etc. can create a lock and key solution where the two layers are linked to each other in the cloud. As a trend, this is something we see as

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