

# FIGHTING FAKES?

SECURE LABEL  
TECHNOLOGIES TO  
PROTECT PRODUCTS  
AND BRANDS



Enabling trust



# GET REAL, FIGHT BACK WITH TIME-TESTED AND NEW GENERATION TECHNOLOGIES



**The fake goods market is exploding, costing companies and brands trillions of dollars in lost opportunity and liability every year.**

Affecting every industry, illicit trade destroys the integrity of supply chains and hard-won customer trust. Reputations, economies and consumers' lives and safety are at risk from this growing menace.

#### **Take protective action now**

We offer a complete portfolio of product authentication technologies, combining time-tested materials and pioneering digital solutions for premium protection. No authentication challenge is too complex for us. Our integrated and customised technologies combine visible and invisible security features on secure labels that are uniquely-tailored to your product, business, market and customer needs.

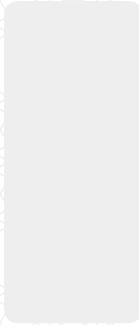


#### **Decades of experience**

SICPA has protected banknotes, brands, products and identities for 90 years. Our solutions guarantee a secure line of defence against counterfeiting threats throughout the supply chain, shielding companies from losses and liabilities and safeguarding reputations and consumer trust.

# FIGHTING FIT WITH SICPA SOLUTIONS

**SICPA's range of product authentication solutions for labels are designed to safeguard your brands and products from the risks and liabilities of the counterfeit industry.**



Our solutions enable brands and products to achieve their promise and potential, and help build and retain customer trust. Our protective solutions work individually, and in unison, to solve your unique brand and product challenges.

Scan the QR code on the SICPA label specimen above and learn more about brand protection:

**[brandprotection.sicpa.com](https://brandprotection.sicpa.com)**

# SICPA LABEL SOLUTIONS

## Visible features



### 1 – QUAZAR®

As its name implies, this technology is one of our brightest stars, offering vibrant colours and engaging visible effects that are quick and easy for end-users to authenticate (in this specimen, an open or closed lock symbol is visible when the label is tilted). A highly flexible solution integrated in secure labels that can be combined with other features and is a perfect match for high value products and brands.



Front view



Tilted view



SICPA label specimen

The SICPA label specimen has been printed on a tamper-evident substrate to guard against tampering.

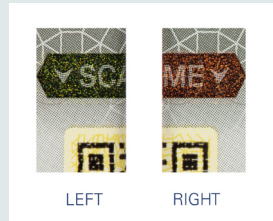
## Invisible features

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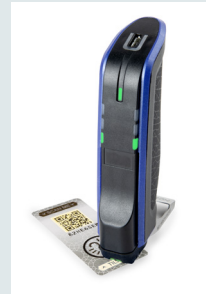
### 2 – SICPA OASIS®

A security ink solution offering an oasis of protection. Liquid crystal pigments are used to produce a design effect that changes from green to bright red under a dedicated filter, in this label specimen.



### 3 – SICPAGUARD®

A robust machine-readable security solution that encompasses a versatile security marker, and a handheld detection device, enabling on-the-spot authentication. It can be linked to a detection platform enabling in-depth inspection monitoring and analytics (in this label specimen, SICPAGUARD® is used in combination with UV-fluorescent ink).



### FORENSIC TAGGANTS

Forensic taggants can be incorporated into the secure label for certified analysis by specialised laboratories.

## Secure connectivity

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### 4 – DYNAMIC QR CODE

Copy-protected by SICPA's proprietary graphical security technology and responding to the growth in instant smartphone verification, this secure code provides digital protection for your products, with real-time authentication by end-users on a wide range of smartphone devices.



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