



Unique in its combination options: **SECUTAG®** and traceability codes



Your code for safety...

SECUTAG® – Goods logistics meets anti-counterfeiting

The use of traceability codes is part of your daily routine. The logistic aspects of 1D and 2D codes such as EAN and data matrix as well as RFID are well-known to you. But did you also know that you can now for the first time make your whole merchandise management data forgery-proof? In one single system

our micro-colour-code **SECUTAG®** combines the deposited information with protection against forgery. Regardless which merchandise management you already apply. Read more on the back page about **SECUTAG®** and our perfect package solution with full service.



SIMONS SECURITY SYSTEMS

Original or copy – with **SECUTAG®** verification becomes a piece of cake

● The tracing of goods throughout the entire manufacturing and delivery process with traceability codes has already been tried and tested a billion times. When, where and by whom a product was manufactured, transported and traded can be consistently verified.

This information alone however does not guarantee the manufacturer or the end user the authenticity of the purchased goods. Even a retailer can not be sure whether he has not fallen victim to a forgery.

For the first time, the combination with **SECUTAG®** now offers a system solution that links the logistic advantages of different merchandise management codes with the counterfeit-proof micro-colour-code system **SECUTAG®**.

It is hereby not significant whether this involves a simple numbered label, an EAN or barcode, a data matrix code or an RFID. If the product is also protected by **SECUTAG®**, the authenticity of both the item and the traceability code is guaranteed.



One huge advantage of the combination is the fact that both codes can be jointly applied straight onto the product or onto its primary or secondary packaging. Likewise, labels, closure markings or seals offer simple possibilities for protection.

Added to this is the user-friendly handling at product control level. Everyone, from the manufacturer via the supplier to the end user, has the opportunity to verify goods for their authenticity. The integration of traceability codes into existing IT systems, e.g. customs clearing

programmes such as Atlas, can be carried out without complications.

Moreover, the system offers the opportunity of further simplifying protection against forgery via interfaces with the user's software.



Simple and safe: this is how the verification of the combined system of merchandise management information with **SECUTAG®** works

● The traceability code, for example a bar code, can be verified via telephone, internet or intranet. The code is compared with the merchandise management code deposited in the database. If both match, it is highly likely that we are talking about an authentic product. In addition, a reference to the **SECUTAG®** code, attached for protection, appears. If this code is in place, the product is sure to be an original.

Should the same code be verified again, the warning message confirms that the product is highly likely to be a counterfeit. This can also be checked by means of the originally applied **SECUTAG®** code.

Conclusion

- **SECUTAG®** – the optimal combination of protection against forgery and logistic product information in merchandise management.
- **SECUTAG®** guarantees protection against forgery of traceability codes as well as the authenticity of products.
- **SECUTAG®** – the cross-sectoral system solution for cost-effective application.