

3S Simons Security Systems GmbH at CeMAT 2011

## **Counterfeit protection in logistics**

**For the first time, 3S Simons Security Systems GmbH presents their products at CeMAT, the world's leading fair for intralogistics. At the special show "Auto-ID and packaging logistics", organised by the German Institute for Distribution and Trade Logistics (IDH), 3S exhibits their solutions for legally binding counterfeit protection in logistics.**

**Nottuln/Germany, 16th March 2011.** On the occasion of this year's CeMAT, the German Institute for Distribution and Trade Logistics (IDH) again hosts a special show under the motto "Auto-ID and packaging logistics". 3S Simons Security Systems GmbH participates in the show for the first time and extends the programme by their solutions for legally binding counterfeit protection in logistics.

The special show presents the integration of automatic identification systems in packaging logistics. Trade visitors can also get an idea of the technical realisation of traceability, anti-counterfeiting and process transparency. This includes the implementation of identification methods for counterfeit protection. Not only transported products, loads and loading units need to be protected against plagiarism. Systems serving the traceability along the transport and delivery chain must also be identifiable as originals.

This is where the solutions of 3S Simons Security Systems GmbH set in: On the basis of the worldwide smallest micro colour-codes SECUTAG<sup>®</sup>, products and their primary and secondary packaging, pallets and containers are labelled, and forgery-proof freight documents and delivery notes are issued. The micro colour-codes additionally authenticate different labels, seals and closures.

The industry solution SECUDATA<sup>®</sup> is applied for combined traceability and counterfeit protection. Thereby track & trace codes like RFID or data matrix ensure the traceability of products and transportation units. To protect them from counterfeiting, they are provided with a micro colour-code which labels the track & trace code as well as the products and their packaging as originals.

The worldwide smallest micro colour-codes SECUTAG<sup>®</sup> have been forgery-proof for over 15 years and are accepted as evidence by international courts. They consist of melamine alkyd polymers and are manufactured in different sizes beginning at 8 micrometers. Every user receives an individual colour-code. The protection is invisible to the naked eye; a standard pen microscope is sufficient for identification.

# P R E S S   R E L E A S E

The products from 3S Simons Security Systems can be seen at CeMAT in Hannover/Germany at the IDH's special show "Auto-ID and packaging logistics", from 2nd to 6th May, in hall 12, stand D02. For further information on legally binding counterfeit protection, please visit [www.3SGmbH.com](http://www.3SGmbH.com)

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