

3S Simons Security Systems GmbH at EuroCIS 2012

SECUFASHION®: Counterfeit Protection of Textiles

3S Simons Security Systems GmbH will be presenting its industry solution for legally binding counterfeit protection of textiles in the fashion select exhibitor area of EuroCIS 2012. Based on the world's smallest micro colour codes, SECUFASHION® clearly identifies textiles and brand clothing as originals.

Nottuln, Germany. 16 January 2012. With SECUFASHION® 3S Simons Security Systems GmbH has developed an industry solution for the counterfeit protection of fashion articles and textiles. The world's smallest micro colour codes enable users to identify sports and lifestyle clothing as originals based on a legally binding method. As part of fashion select, 3S will be showcasing its industry solution at EuroCIS 2012.

Counterfeit branded clothing not only damages the original manufacturers' corporate image, but it also implicates a considerable financial disadvantage. In addition to a loss of trust in the brand, counterfeit textiles can even pose a significant health risk to consumers due to the materials' inferior quality. To prevent these risks, 3S Simons Security Systems GmbH has developed an industry solution for the counterfeit protection of fashion articles and textiles which is based on the SECUTAG® micro colour codes: With SECUFASHION® both sports and lifestyle clothing as well as accessories and sports shoes are effectively protected against counterfeiting.

SECUFASHION® uses coded security labels or polyester threads to easily distinguish between originals and counterfeits. SECUFASHION® is suited for applications in the entire textile industry and is integrated into the manufacturing process without effort. Moreover, it can be combined with various traceability solutions, such as RFID, Data Matrix, etc. The colour-code system has remained forgery-proof for over 15 years and is accepted as evidence by international courts.

Stakeholders from all sectors, in particular those from the fashion industry, benefit from a stronger network; the distinction between procurement, production and distribution is often blurred. This year's EuroCIS will therefore offer the new "fashion select" exhibitor area which – in addition to pure product and production control options – also covers a wide range of solutions and services for all types of retail. Presentations on various topics and an informative event programme

P R E S S R E L E A S E

support the new offer segment. A presentation by 3S on counterfeit protection will also be part of the programme.

3S Simons Security Systems GmbH will be showcasing its products and solutions at EuroCIS 2012, in the fashion select area, hall 9, stand no. E10-4, 28 February - 1 March 2012.

About the company

3S Simons Security Systems GmbH is an internationally renowned manufacturer of anti-counterfeiting technologies for all industries. On the basis of the worldwide smallest micro colour code SECUTAG[®], 3S has developed individual industry solutions against product piracy. Products, primary and secondary packaging, textile and sporting goods, certificates and other documents, all kinds of artwork, data and ERP systems are secured against forgery by using the colour codes. Additionally, counterfeit protection is combined with supply chain traceability.

For more information about legally binding counterfeit protection, visit www.secutag.com.

Company contact

3S Simons Security Systems GmbH
Rolf Simons
Managing Director
Lise-Meitner-Straße 6
48301 Nottuln
Germany
Phone: +49 (0) 2502 23 33 0
Fax: +49 (0) 2502 23 33 33
Email: info@secutag.com

Press contact

Ariadne MedienAgentur
Dankwart von Loeper
Public Relations
Daimlerstraße 23
76185 Karlsruhe
Germany
Phone: +49 (0) 721 46 47 29 104
Fax: +49 (0) 721 46 47 29 099
Email: dvonloeper@ariadne.de

Publication is free of charge. Author's copy kindly requested.