

3S Simons Security Systems at Hannover Messe 2011

Industry solutions for counterfeit protection

At Hannover Messe 2011, 3S Simons Security Systems presents their portfolio for legally binding counterfeit protection. The individual industry solutions cover all application areas, from direct protection and counterfeit-proof packaging to traceability of products along the distribution chain.

Nottuln/Germany, 14th February 2011. 3S Simons Security Systems has developed different industry solutions for legally binding counterfeit protection of all kinds of products on the basis of their micro colour-codes SECUTAG®. These are showcased at Hannover Messe 2011 at the leading trade fair Industrial Automation, exhibition area Identification, Vision & Protection, hall 17, stand C21, from 4th to 8th April 2011.

SECUPRODUCT® stands for the direct marking of all kinds of products from all industry areas. Especially in mechanical engineering and construction and in the automotive and aircraft industry, direct labelling is suited for spare parts and components as well as for entire machines. SECUPRODUCT® is meticulously and precisely applied onto nearly all solid matters and can be integrated fully automatically into the manufacturing process.

SECUDATA® combines the logistic advantages of track & trace systems like RFID or data matrix codes with the counterfeit protection of micro colour-codes. The track & trace system ensures the traceability of products and merchandise management data along the production and delivery chain. Through the application of a colour-code, the traceability system and the product are secured against counterfeiters.

SECUPACK® secures folded boxes, tubes, tins, blister packaging and seals of different materials. The system can, amongst others, be employed in the electronics industry and in pharmaceutical and food technology. The micro colour-code is either applied to the packaging during the production or packaging process or by means of a security label.

Seals, labels and closures are also secured against counterfeiting with SECUTAG®. The micro colour-codes assure the different labels additional authentication. Even a conventional number label is upgraded to a premium security label with SECUTAG®. Products, primary and secondary packaging and labels are easily identifiable as originals on the spot.

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

The worldwide smallest micro colour-codes SECUTAG® 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.

The products from 3S Simons Security Systems can be seen at Hannover Messe 2011, leading trade fair Industrial Automation, exhibition area Identification, Vision & Protection, hall 17, stand C21. For further information on legally binding counterfeit protection, please visit www.3SGmbH.com

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