



## MAKE SURE SOLUTIONS FOR TOBACCO & SPIRITS

### The Most Counterfeited Products in the World

The tobacco and spirits industries invest heavily in marketing their branded products, and brand owners deserve to profit from the resulting sales. In addition, brand owners have the duty to ensure that any product sold under their brand-name is authentic and pure, to protect their reputation, their commitment to quality and public safety.

These goals are undermined by several forms of counterfeiting and diversion.

Counterfeit products are often substandard and unregulated, which threatens public health as well as the business reputation of the brand owner through liability suits.

Diversion, or sale of authentic products through unauthorized outlets, deprives brand owners of their rightful profits.

Third-shift piracy, or packaging of the branded product under a rogue label, is another popular form of theft practiced by unscrupulous subcontractors.

The huge profits in these tactics have attracted international organized crime, making tobacco and spirits the most counterfeited products in the world. One reason for their success is that brand protection, tamper protection, product authentication and supply-chain tracking are inadequate.

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**Inksure's cutting-edge covert technology has over a decade of proven success in tagging billions of tobacco and beverage products, resulting in worldwide brand authentication, as well as track-and-trace capabilities through the entire chain of custody.**

## How the Technology Works

Inksure produces a covert, secured taggant, imprinted on the labels, shrink-wrap, bottle seal, tobacco packs or tear tapes, at the moment the product is considered deliverable. It is a transparent, tamper-proof solution invisible to human or electronic eyes.

At any point in the supply chain, a small hand-held reader configured by Inksure can indicate within a split second whether the product is authentic, and if so whether there is evidence of tampering. In addition, Inksure's track-and-trace technology uses the reader to count the validated items leaving the production line, preventing third-shift piracy.

## The Inksure Advantage

- The Inksure brand-tagging system can be printed on all packaging materials: polymer, paper, glass and more.

- The Inksure verification process eliminates the need to break the package seal for product inspection.
- INKSURE readers instantly identify taggants printed on flat packages or curved bottle surfaces.
- INKSURE taggants are robust and durable, providing forensic-level evidence even if the package is damaged or physically destroyed.
- Integration of Inksure's trace-and-trace capability ensures controlled monitoring of products, from the production line to the consumer.

## The Inksure Track Record

After a leading US-based brand owner integrated Inksure taggant technology, the company was able to identify third-shift piracy operated by a trusted long-time subcontractor. The recovery of lost revenues was reported to be in the millions of dollars.

Inksure specialists stand ready to advise you on the integration of this taggant technology into your product line for global brand protection, tamper protection, and supply-chain control.

Contact us now at [sales@inksure.com](mailto:sales@inksure.com)