

3S Simons Security Systems with SECUPRODUCT at Hannover Messe 2010

## **Direct marking against product piracy**

**From 19th to 23rd April, 3S Simons Security Systems GmbH presents their cross-industry solution SECUPRODUCT at Hannover Messe 2010. The micro colour-code technology is employed for the direct marking of products from different industry sectors.**

**Nottuln/Germany, 22nd February 2010.** Product and brand piracy assume more and more alarming proportions. The worldwide economic harm amounts to between 200 and 300 billion US dollar, among which 30 billion in Germany. Therefore a legally binding protection of the entire product portfolio is of particular interest to companies from all sectors.

With SECUPRODUCT, 3S Simons Security Systems GmbH offers a technology that ensures the direct marking of all kinds of products from all industry sectors: From amplifiers to zips, SECUPRODUCT enables the direct and legally binding labeling of originals. The direct marking is meticulously and precisely applied onto nearly all solid matters, among which metals, synthetics, paper products, glass, alloys and textile fabrics.

The consistency of the micro colour-codes enables an easy implementation into all production processes without complex changes being necessary. For smaller productions and single pieces, the application can occur manually; for large serial productions, the colour-codes are integrated fully automatically into the existing manufacturing process. The legally binding solution is based upon the worldwide smallest micro colour-codes SECUTAG that have remained forgery-proof for 15 years and are recognized as evidence by international courts.

Like a genetic fingerprint, the individual company-owned micro colour-code identifies the authenticity of products and brands. The system is employed for the fight against product piracy, for the defense of industrial property rights and for the depiction of distribution channels. In combination with traceability features, even the authenticity of merchandise management data can be verified through the use of micro colour-codes. Additionally, customary product protection systems like seals, labels, holograms and closures are optimized in their functionality.

At Hannover Messe 2010, SECUPRODUCT will be presented to the professional audience. Interested parties can assure themselves of the security options; the application of colour-codes onto different materials via dispenser is also

# P R E S S   R E L E A S E

demonstrated at the stand of 3S. The products from 3S Simons Security Systems GmbH can be seen at Hannover Messe 2010, at the Group Pavillion Product Protection and Identification & Vision, from 19th to 23rd April 2010, Hall 17, Stand D15.

For further information on legally binding counterfeit protection and on SECUPRODUCT please visit [www.3SGmbH.com](http://www.3SGmbH.com)

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Approx. 380 words. Printing is free of charge. Please send specimen copy.