

# P R E S S   R E L E A S E

Closure seals for legally binding counterfeit protection

## **INGUN secures packaging with SECUTAG® colour-codes**

**Products from all sectors are more and more threatened by product piracy. Original packaging and its contents are manipulated and product protection features counterfeited. Manufacturers must not only pay attention to the security of their products but also to the authenticity of their packaging. Against this background, the internationally renowned testing equipment manufacturer INGUN relies on legally binding protection of the packaging for their spring loaded test probes. INGUN applies security seals equipped with the micro colour-code system SECUTAG® against counterfeiting.**

**Nottuln/Germany, 21st October 2009.** The use of counterfeited test probes can result in unexpected damage. If the test probes are not of highest quality, this can lead to errors in circuit board inspection. Every single circuit board, whether applied in mobile phones or cars, is inspected for errors before installation through contacting with test probes on different soldering points. With counterfeited test probes, the functioning of the circuit boards and thus of the final product cannot be ensured. This, in turn, constitutes a considerable risk for consumers' safety. Therefore INGUN, renowned manufacturer of test probes and test fixtures, has opted for the legally binding labelling of their primary packaging with the micro colour-code technology SECUTAG® from 3S Simons Security Systems.

The INGUN test probes are packaged in plastic boxes for which 3S has developed special security seals. These closure seals are manufactured from document foil and are affixed crosswise over all four sides of the box. They adhere to the corporate design of INGUN and are provided with the individual micro colour-code SECUTAG® for anti-counterfeiting. The variable data and contents are printed onto the seals by INGUN via thermal printing according to requirements. The new seals are integrated into the production and packaging procedure of the company without process changes. Additionally, the special form and material of the security seals constitute a barrier against reproduction and manipulation. The test probes in this packaging are unambiguously identifiable as originals; unauthorised opening of the boxes is immediately detected.

"Due to our international trade fair and sales activities, amongst others in Asia, we have been sensitised for the topic of counterfeiting. Therefore the protection of our

# P R E S S   R E L E A S E

packaging is of particular importance to us. Through the security seals the customer knows right away whether he is holding an original packaging in his hands and whether the box has already been opened. Counterfeits are quickly detected and the customer is protected against cheap imitations", Armin Karl, Managing Director of INGUN, explains the company's decision for the security solution from 3S. "The international legal certainty of SECUTAG® is another decision criterion for the implementation of this product security system."

The worldwide smallest micro colour-code particles SECUTAG® have remained forgery-proof for over a decade. They are accepted as evidence by international courts and serve the defence of industrial property rights. The colour-codes are applied to different materials or products via printing processes, by means of a dispenser or they are directly admixed to the products. Integrated into all production processes, they offer legally binding counterfeit protection for products, their primary and secondary packaging, labels and seals, documents and data.

For further information on legally binding product security and on the SECUTAG® technology, please visit [www.3SGmbH.com](http://www.3SGmbH.com)

For further information on INGUN, please visit [www.ingun.com](http://www.ingun.com)

## **Company Contact**

3S Simons Security Systems GmbH

Angelina Rayak, MBA

Sales Management

Lise-Meitner-Straße 6

D-48301 Nottuln

Germany

Tel: +49 (0) 2502 23 33 15

Fax: +49 (0) 2502 23 33 33

Mail: [angelina.rayak@secutag.com](mailto:angelina.rayak@secutag.com)

## **Press Contact**

Ariadne MedienAgentur

Annette Crowther

PR Consultant

Daimlerstraße 23

D-76185 Karlsruhe

Germany

Tel: +49 (0) 721 46 47 29 100

Fax: +49 (0) 721 46 47 29 099

Mail: [acrowther@ariadne.de](mailto:acrowther@ariadne.de)

Approx. 530 words. Printing free of charge. Please send specimen copy to Ariadne.