

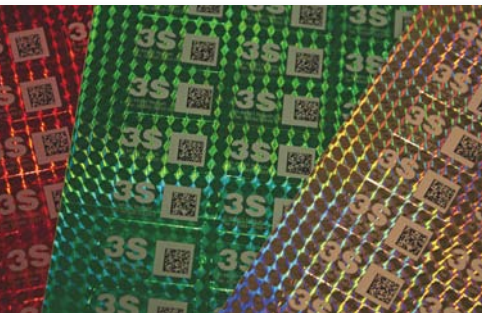


# BRAND SECURITY NEWS

## PRODUCT SECURITY MEETS TRACEABILITY



**SECUTAG®**, developed by German-based 3S Simons Security Systems ([www.3SGmbH.com](http://www.3SGmbH.com)), reportedly combines product security with traceability. The counterfeit-proof, micro, color-code system is united with logistic benefits of different traceability codes. Both codes are applicable to the same product, whether it's primary packaging, secondary packaging, labels or seals. Barcodes, RFID and data-matrix



codes are also traceable. For example, the data-matrix code can be user-defined and contains information such as the product code, European Article Number (EAN) code, producer initials, manufacturing date,

batch number and serial number. The product-ID is scanned, and its content is checked and matched with the provided information in the database. The micro color-code particles are detectable under a microscope or automatic reader. "The customer has a consistent instrument with which he can integrate, record and verify all data from production to sales," says Rolf Simons of 3S Simons Security Systems.

## Product Authentication & Brand Security Conference

PABS 09, set to run Oct. 26-27 in Rosemont, IL, is reportedly the ideal forum to discuss main issues, legal aspects, strategies and technological solutions that contribute to the fight against counterfeiting and brand and product piracy. Workshop leaders, speakers and delegates from all facets of the value chain and from across the globe will be represented.



## Global Supply Chain Integrity and Anti-Counterfeiting Seminar

The ISPE ([www.ispe.org](http://www.ispe.org)), a global non-for-profit association consisting of 25,000 pharmaceutical science and manufacturing professionals, presents the Global Supply Chain Integrity and Anti-Counterfeiting seminar at the ISPE 2009 Washington Seminars and Courses—Engineering Regulatory Compliance running June 1-4 at the JW Marriott in Washington, DC. The seminar will feature a strong panel of industry leaders and US Food and Drug Administration regulators intended to help the pharma industry address recent concerns about the integrity of today's complex pharmaceutical supply chain including packaging. The event also features more than 60 tabletop exhibits by the industry's top suppliers of pharma manufacturing/packaging equipment.

## ISO INITIATIVE TO STANDARDIZE BRAND, IP PROTECTION

The International Organization of Standardization [ISO] ([www.iso.org](http://www.iso.org)) approves the creation of the new Technical Committee on fraud countermeasures and controls. The initiative will address the development of standards related to combating fraud. Proposed by The American National Standards Institute [ANSI] ([www.ansi.org](http://www.ansi.org)) in conjunc-

tion with The North American Security Products Organization [NASPO] ([www.naspo.info](http://www.naspo.info)), the new committee will focus on creating standards in the areas of brand and intellectual-property (IP) protection, identity management and financial fraud. The group expects to gather fraud experts, law enforcement, government agencies, criminologists,

brand owners and solution providers to initiate relevant security standards for the use of private industries and governments worldwide. Standards will affect parties associated with brand protection, IP, drug counterfeiting, supply chains for valuable products, authentication of goods, customs and immigration enforcement.