

# The Brand Protection Show



## THE BRAND PROTECTION SHOW

16 – 17 September 2009 Olympia London

Anti-counterfeit • Online & Offline • IP Protection • Anti-grey Market

### Exhibitors of note:

#### 3S Simons Security Systems Colour Coded particles provide cost effective authentication

3S Simons Security Systems offers companies from all industries reliable and legally binding counterfeit protection. On the basis of the worldwide smallest micro colour-code particles SECUTAG®, individual industry solutions for the protection against product piracy have been developed. The colour-codes are accepted as evidence by international courts and serve the defence of industrial property rights. The codes are transferred onto different materials via printing processes or through a dispenser, or they may also be directly mixed into the product. They are easily integrated into all kinds of production processes and secure products directly, their primary or secondary packaging, labels and seals, documents and data against forgery.

#### Counterfeit protection for packaging

In the pharmaceutical and cosmetics industry, not only lifestyle medicines and health care products are being counterfeited. Life-saving pharmaceuticals are also prone to counterfeiting. Where the original manufacturer suffers image damage and financial losses, the effect on consumers can even be life-threatening. The industry solution SECUPACK® protects primary and secondary packaging against product piracy. On the basis of micro colour-codes, folded boxes, tubes, blisters and sealing caps from the most diverse materials are secured against forgery.

#### Counterfeit-proof traceability

With SECUDATA®, 3S has developed an industry solution for the continuous protection of the entire flow of goods and material. Transport units such as pallets, boxes, EUR-box pallets and containers are unambiguously allocated to the original product. Additionally, the solution combines the logistic advantages of different well-tried merchandise

London will be the venue for the first Brand Protection Show designed to specifically address the problems that brand owners face from product related crime.

Such crime involves counterfeiting and piracy as well as refilling and dilution. However, it is not only criminal activities that dilute brand owner profits. Other activities that are perfectly legal such as parallel trading and cyber squatting can damage brand value too.

The Brand Protection Show will deliver advice and guidance to brand owners and their representatives over the course of two days in September. A full conference program runs alongside the exhibition at Kensington Olympia in the heart of the UK's Capital City. 35 seminars featuring case studies from brand owners as diverse as Ford, HP and Monsoon / Accessorize as well as independent consultants and experts in the field will share their experience with participants at the event.

The show features around sixty exhibitors showcasing anti-fraud technologies that include everything from security inks, holograms, track and trace technology to sophisticated internet monitoring tools. Since brand owners need to keep abreast of technology in an attempt to protect themselves from changing threats, the event is an important contributor to such knowledge.

*Product & Image Security* is supporting this event as a media partner and as an Exhibitor. Your Editor will be presenting a specially prepared paper during the first day of the event. Other speakers include David Howard of Johnson & Johnson, Toe Su Aung of BAT, Jess Owens of Ford Europe and Matt Drew of Epson.



SECUTAG® can be applied to parts and components as an authentication device.

management systems with the counterfeit protection of micro colour-codes. Both systems can be linked by application of the tags onto the product directly, and also the inclusion of the tags to primary and secondary packaging or labels and seals. The authenticity of the traceability system as well as the product itself can be verified in databases worldwide.