

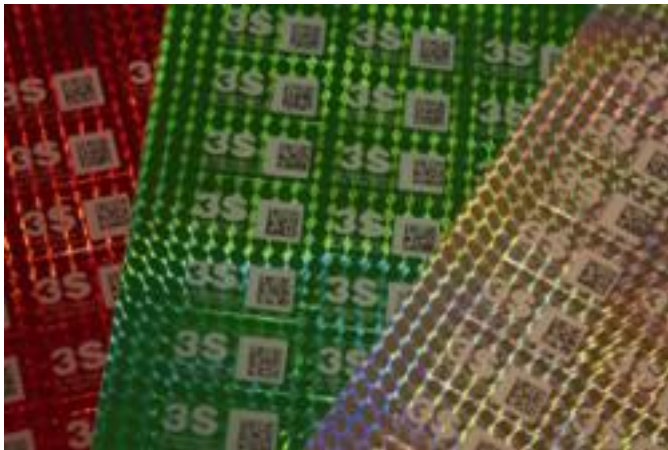
Traceability goes anti-counterfeit

Date: 03-28-2008 03:13 PM CET

Category: [Business, Economy, Finances, Banking & Insurance](#)

Press release from: [3S Simons Security Systems GmbH](#)

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For the first time, product security and traceability are united in one single system solution. Product piracy being the cause of more and more losses and risks for producers and consumers, both the protection and the traceability of products are topics not to be ignored.

Nottuln/Germany, 27.03.2008. The worldwide smallest counterfeit-proof micro colour-code particles SECUTAG[®] protect branded products against forgery. Barcodes, RFID or data-matrix codes have established themselves in the area of product traceability. For the first time, the German company 3S Simons Security Systems GmbH now launches a new system solution that combines the counterfeit-proof micro colour-code system SECUTAG[®] with the logistic benefits of the different well-tried traceability codes. Both types of codes are conjointly applicable to the same product, its primary or secondary packaging, its label or seal. Additionally, the system is very user-friendly as far as product controlling is concerned. Producers, suppliers and consumers alike are able to trace their products and test them for originality.

The data-matrix-code, for example, can be user-defined and contain information like product code, EAN-code, producer initials, manufacturing date, batch number and serial number. The product-ID is scanned and its content checked and matched with the information provided in the database. Even if the data and the information in the database coincide, the originality of the product is not guaranteed. In case the notice shows that the product has already been verified, it will most probably be a counterfeit. Through the marking with SECUTAG[®], its authenticity can be double-checked immediately. The micro colour-code particles are detectable under a simple microscope or automatic reader. The identification of a product as original is absolutely secure, each producer having a unique colour-code which is also accepted as evidence by international courts, serving global defence of industrial property rights and supporting the fight against unjustified damage claims.

SECUTAG[®] has remained forgery-proof for more than a decade. The cost-efficient integration into any kind of production line is easily accomplished. The combination of the colour-code with different traceability systems also covers the entire distribution channel as well as the materials logistics. "The customer has a consistent instrument with which he can integrate, record and verify all data from production to sales", says Rolf Simons from 3S.

For further information on product security and on SECUTAG[®] please visit www.3SGmbH.com.

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3S Simons Security Systems GmbH, located in the German Nottuln, is a renowned manufacturer of micro colour-code systems ensuring product security and anti-counterfeit action. SECUTAG®, the smallest micro colour-code particles worldwide, serve as unambiguous identification marks of genuine products and have been forgery-proof for more than a decade. Besides research and development of innovative security technologies, the product portfolio of the company also includes a vast array of services in the realm of individually designed product security. The negative economic impact of product piracy has challenged 3S Simons Security Systems GmbH to develop continuously optimised security strategies providing cross-sectoral protection against counterfeiters.

3S Simons Security Systems GmbH is a spin-off of Simons Druck und Vertrieb GmbH and was established as an independent company in 2007. The management under director Dirk Simons decided on this move to advance sustainable expansion of both business areas, Security Technologies and Security Services. Simons Druck und Vertrieb GmbH will continue business following their proven concept, focussing more strongly on their core competences in fields of label printing and labelling. The company was founded by Rolf Simons in 1983. The specialisation on printed security products provided the ideal setting for the development of SECUTAG®. As for the anti-counterfeit system, both partners, 3S Simons Security Systems GmbH and Simons Druck und Vertrieb GmbH, combine their technical and strategic know-how in security matters, a vast range of services, and decades of experience in the production of security tags and sealing labels. Committed, as ever, to the state of the art, 3S Simons Security Systems GmbH is extending its product range to include a new system solution that combines the logistic benefits of data-matrix code labelling with the counterfeit-proof micro colour-code system SECUTAG®.

Following the slogan „your code for safety“, SECUTAG® marks the genuine products with colour-code particles, which enable unambiguous distinction between branded goods and counterfeits. Industrial production of the smallest micro colour-code particles worldwide requires up to 40 production steps and special technical products. The process is protected by patents all over the globe and has proven to be forgery-proof for more than ten years. The colour codes are accepted as decisive evidence by international courts, serving global defence of industrial property rights and supporting the fight against unjustified damage claims respectively product liability claims. In this respect, the product security system acts as deterrent against counterfeiters, while simultaneously protecting and promoting the image of brand-owners as guarantors of high-quality goods. This in turn can be transformed into a sales argument by the company. Every manufacturer gets his individual company code. The system's flexible application renders it suitable for a broad range of products. Integration into any kind of production line is easily accomplished without costly modifications in the manufacturing process.

SECUTAG® is used by companies active in the most diverse industries worldwide. The anti-counterfeit system has proven its reliability, evidence is furnished by the numerous prizes that have been awarded in recent years, for example by the „World Packaging Organization“, the „Salon International des Inventions“ or the „Interpack“ trade fair.

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