

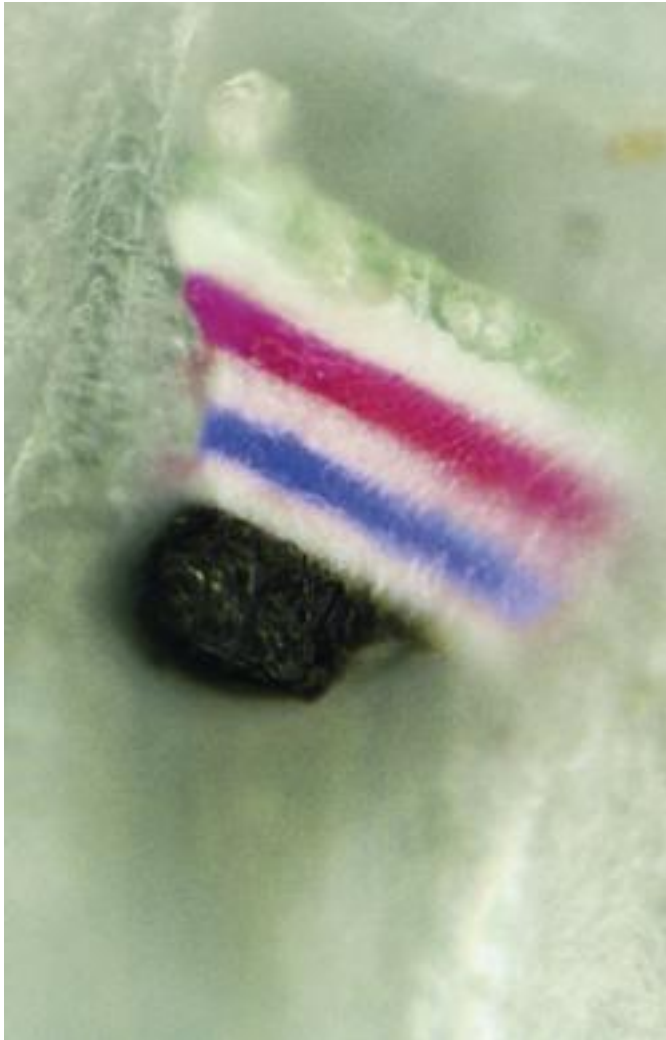
3S at Hannover Messe 2009: counterfeit-proof and traceable at once

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

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From 20th to 24th April 2009 3S Simons Security Systems GmbH presents tailor-made concepts for counterfeit protection at Hannover Messe 2009. 3S also presents their cross-industry solutions for anti-counterfeiting and traceability in the competence centre Industrial Identification & Vision, on the joint stand for Product Protection.

With SECUTAG®, 3S Simons Security Systems GmbH offers reliable counterfeit protection for products of all kind, a system which has proven to be forgery-proof for more than a decade. The worldwide smallest micro colour-code particles are accepted as evidence by international courts and serve the defense of industrial property rights. The colour-codes can be brought onto different materials by all established printing processes or by means of a dispenser, or they are directly added to the products. They are easily integrated into all production processes and sustainably secure products and their primary and secondary packaging against product piracy. But not only counterfeit protection, also traceability of products is becoming more and more important.

Numerous traceability features trace the different steps of a product within the long production and delivery chain. Yet these

features are not necessarily counterfeit-proof. Therefore 3S Simons Security Systems GmbH has developed cross-sectoral system solutions that ensure both the traceability and the counterfeit protection of products on the basis of the product protection system SECUTAG®. In worldwide existing databases, manufacturers, retailers, customs and police officers can check the stored information and the authenticity of the products. The solutions are versatile in their application and secure all products in industrial manufacturing and in the supplying industry, including engine parts, tools and spare parts.

The product protection system SECUTAG® and the cross-industry system solutions are presented at Hannover Messe 2009. Interested parties can assure themselves of the protection possibility with micro colour-codes on the ground. The easy application of the colour-codes onto different materials via dispenser will be demonstrated at the 3S stand. The products of 3S Simons Security Systems GmbH can be seen at Hannover Messe 2009 in the competence centre Industrial Identification & Vision, joint stand Product Protection from 20th to 24th April 2009, Hall 17, Stand A26.

For further information on legally binding product security and SECUTAG®, please visit www.3SGmbH.com

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.

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