

3S at The Brand Protection Show: legally binding product security with colour-codes

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At The Brand Protection Show from 16th to 17th September in London, 3S Simons Security Systems presents its micro colour-code system SECUTAG® and its tailor-made concepts for counterfeit protection as well as the cross-industry system solutions for anti-counterfeiting and traceability.

On the basis of the worldwide smallest micro colour-code particles SECUTAG®, 3S Simons Security Systems offers companies from all industries reliable and legally binding counterfeit protection. The colour-codes are accepted as evidence by international courts and serve the defense of industrial property rights. 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.

The Brand Protection Show offers brand owners and their advisers the opportunity to learn about different methods of brand and IP protection. Together with many other exhibitors, 3S Simons Security Systems presents the new developments in the field of brand protection and traceability. Interested parties can assure them-selves of the protection possibilities with micro colour-codes on the ground. The easy application of the colour-codes onto different materials via dispenser will also be demonstrated at the 3S stand.

The products from 3S Simons Security Systems can be seen at The Brand Protection Show, Olympia 2, Hammersmith Road, London W14, from 16th to 17th September 2009. For further information on legally binding product security, SECUTAG® and the industry solutions, please visit www.3SGmbH.com

3S Simons Security Systems GmbH, located in the German Nottuln, is a renowned manufacturer of labelling systems designed for product protection against counterfeiting across all industry sectors. The company's portfolio of products and services ranges from research and development of innovative security technologies to comprehensive services in the field of print products, security labels and legally binding tailor-made counterfeit protection systems. This includes the world's smallest micro colour-code particles SECUTAG® developed by 3S. The colour codes, which have proven to be counterfeit-proof for more than a decade, help to unambiguously identify products as originals.

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