



Today's competitive global marketplace makes brand protection an important component of your packaging.

Protect your brand by incorporating Quality Assured's line of brand protection measures into your packaging with little or no impact on aesthetics or graphic design — choose overt technology, semi-covert technology, covert technology, with or without taggant.

#### TERMINOLOGY

##### OVERT TECHNOLOGY

- For the public
- No special equipment is needed to see or read
- Can be low cost
- Promotional/Marketing tool potential

##### SEMI-COVERT TECHNOLOGY

- For the retailers
- Simple equipment is needed to see or read
- Can be low to moderate cost

##### COVERT TECHNOLOGY

- For the inspectors
- Proprietary equipment is needed to verify presence
- Difficult for counterfeiters to replicate

##### TAGGANT TECHNOLOGY

- A type of covert technology using chemical or physical imbedded additives
- Unique customer specific formulations and limited access/tight controls inhibit counterfeiting

#### SAMPLE SECURITY MEASURES

- Iridescence Plus Taggant: Multi-colored, shimmering gloss with a taggant additive. *Overt & covert*
- Embedded Imagery and Micro-Printing: Visible through a special lens. *Semi-covert*
- Thermochromic and Irreversible Thermochromic: Color changes with temperature. *Semi-covert*
- Metachromic Plus Taggant: Color changes under different light source with a taggant additive. *Semi-covert & covert*
- Color Shift: Color changes with view angle. *Overt*
- Invisible Fluorescents: Clear images fluoresce under UV light. *Semi-covert*

Many additional security measures are available. Choose one or integrate multiple levels for increased security and marketing potential.



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Label