

## Labels manufacturer adds RFID capability

William Frick has added an RFID capability to its Authentica range of security labels.

Using covert and overt security features – such as tamper-evident, micro-printing, holographic as well as pressure, chemical and light-activated designs – the labels can easily be incorporated into a wide variety of product logos, designs and packaging formats.

'We have not gone into formal production yet, but we are constantly developing and working on new prototypes,' says Jeff Brandt, executive vice president, William Frick. 'Typically, customers come to us wanting customised security

solutions and the addition of RFID to our portfolio means we can offer another layer of security.'

The company specialises in layering several technologies to build customised solutions that are functional and decorative, but also give protection against counterfeiting, fraud and tampering.

Brandt says that a number of trials have begun this year which combine RFID with other security label formats, but would not disclose any details. 'Our clients see their competitive advantage vested in the security measures they adopt so they are naturally very reticent.'

According to Brandt, long lead times are required for full the deployment of solutions that incorporate RFID. 'It is not just a question of approving the labels,'

he explains. 'They have to interface with all the supporting infrastructure in terms of both hardware and software and that is complex and time-consuming.'

William Frick is using its SmartMark series to add an RFID capability to labelling solutions. The company claims that their durability makes them suitable for wide range of applications, including harsh environments that would destroy most tags. The tags are also compatible different materials such as plastics and embedding technologies.

## Fingerprinting fights auto fakes

AlpVision is planning to roll out a fingerprinting security solution for spark plugs and tyres this year.

According to the Swiss digital imaging solutions company, the automotives sector is having a hard time in the services sector because counterfeit auto parts worth billions of dollars are produced worldwide. This means unsuspecting customers can buy fake spare parts in both supermarkets and the internet, putting them in real danger.

The parts most frequently counterfeited are camshafts, transmission fluids, bearings, belts, valves, brake pads and spark plugs

Co-founder Roland Meylan says a client who was using AlpVision's fingerprint technology to protect electronic and medical devices gave him the idea that it could be used to protect automotive components.

AlpVision uses digital analysis of images and the detection of signals with a very low signal-to-noise ratio to help authenticate durable goods. Meylan says this read-only solution cannot be falsified.

The technology identifies original parts by capturing the object's image in normal light using a standard USB microscope, such as that used in the industry for automated visual quality control, and then analysing the result in comparison with the manufacturer's product database.

Meylan claims that he saw a lot of interest in this type of technology at the European Automotive Components Expo 08 in Stuttgart, Germany. 'Visitors and exhibitors have to evaluate the amount of their losses in terms of money and good will and then they need to sign off a budget to fight it.'

## Pharmaceutical RFID resistance slammed

A UK packaging firm with almost a decade of experience working within pharmaceuticals has criticised the industry's failure to adopt RFID.

Keith Bryant, Traxxec president, says he is mystified why drug manufacturers have not embraced the technology. 'It is ludicrous that despite a directive given by the Food and Development Agency, the pharmaceutical industry has been slow to take this on board.'

While acknowledging that

All labels can incorporate an additional RFID capability



Source: William Frick