

# EFFECTIVE TECHNOLOGIES TO FIGHT PRODUCT COUNTERFEITING

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## CURRENT ANTI-COUNTERFEIT TECHNOLOGIES

TYPE OF BRAND PROTECTION	APPLICATION	OVERT/COVERT	ANTI-DUPLICATION	ANTI-FORGING	ROLLOUT COST	COST PER ITEM	READER COST	DEPLOYMENT COMPLEXITY	TARGET AUDIENCE
<b>ALPVISION FINGERPRINT®</b> 	NA	OVERT COVERT	HIGH MEDIUM LOW	HIGH MEDIUM LOW	HIGH MEDIUM LOW	HIGH MEDIUM LOW	HIGH MEDIUM LOW	HIGH MEDIUM LOW	COMPANY INTERNAL LAW ENFORCEMENT CONSUMERS
<b>BLOCKCHAIN</b> 	NA	NA	HIGH MEDIUM LOW	HIGH MEDIUM LOW	HIGH MEDIUM LOW	HIGH MEDIUM LOW	HIGH MEDIUM LOW	HIGH MEDIUM LOW	COMPANY INTERNAL LAW ENFORCEMENT CONSUMERS
<b>CRYPTOGLYPH®</b> 	PRINTED DIGITAL STICK/GLUE	OVERT COVERT	HIGH MEDIUM LOW	HIGH MEDIUM LOW	HIGH MEDIUM LOW	HIGH MEDIUM LOW	HIGH MEDIUM LOW	HIGH MEDIUM LOW	COMPANY INTERNAL LAW ENFORCEMENT CONSUMERS
<b>DIE CUT SHAPES</b> 	NA	OVERT SEMI-COVERT	HIGH MEDIUM LOW	HIGH MEDIUM LOW	HIGH MEDIUM LOW	HIGH MEDIUM LOW	NA	HIGH MEDIUM LOW	COMPANY INTERNAL LAW ENFORCEMENT CONSUMERS
TYPE OF BRAND PROTECTION	APPLICATION	OVERT/COVERT	ANTI-DUPLICATION	ANTI-FORGING	ROLLOUT COST	COST PER ITEM	READER COST	DEPLOYMENT COMPLEXITY	TARGET AUDIENCE
<b>DIGITAL WATERMARK</b> 	PRINTED DIGITAL STICK/GLUE	OVERT COVERT	HIGH MEDIUM LOW	HIGH MEDIUM LOW	HIGH MEDIUM LOW	HIGH MEDIUM LOW	HIGH MEDIUM LOW	HIGH MEDIUM LOW	COMPANY INTERNAL LAW ENFORCEMENT CONSUMERS
<b>FLUORESCENCE</b> 	PRINTED DIGITAL STICK/GLUE	OVERT COVERT	HIGH MEDIUM LOW	HIGH MEDIUM LOW	HIGH MEDIUM LOW	HIGH MEDIUM LOW	HIGH MEDIUM LOW	HIGH MEDIUM LOW	COMPANY INTERNAL LAW ENFORCEMENT CONSUMERS
<b>GUILLOCHE</b> 	PRINTED DIGITAL STICK/GLUE	OVERT COVERT	HIGH MEDIUM LOW	HIGH MEDIUM LOW	HIGH MEDIUM LOW	HIGH MEDIUM LOW	NA	HIGH MEDIUM LOW	COMPANY INTERNAL LAW ENFORCEMENT CONSUMERS
<b>HOLOGRAM</b> 	PRINTED DIGITAL STICK/GLUE	OVERT COVERT	HIGH MEDIUM LOW	HIGH MEDIUM LOW	HIGH MEDIUM LOW	HIGH MEDIUM LOW	NA	HIGH MEDIUM LOW	COMPANY INTERNAL LAW ENFORCEMENT CONSUMERS
TYPE OF BRAND PROTECTION	APPLICATION	OVERT/COVERT	ANTI-DUPLICATION	ANTI-FORGING	ROLLOUT COST	COST PER ITEM	READER COST	DEPLOYMENT COMPLEXITY	TARGET AUDIENCE
<b>HOLOGRAPHIC FOIL</b> 	PRINTED DIGITAL STICK/GLUE	OVERT COVERT	HIGH MEDIUM LOW	HIGH MEDIUM LOW	HIGH MEDIUM LOW	HIGH MEDIUM LOW	NA	HIGH MEDIUM LOW	COMPANY INTERNAL LAW ENFORCEMENT CONSUMERS
<b>MICROTEXT/MICROPRINTING</b> 	PRINTED DIGITAL STICK/GLUE	OVERT SEMI-COVERT	HIGH MEDIUM LOW	HIGH MEDIUM LOW	HIGH MEDIUM LOW	HIGH MEDIUM LOW	NA	HIGH MEDIUM LOW	COMPANY INTERNAL LAW ENFORCEMENT CONSUMERS
<b>OVD - OPTICAL VARIABLE DEVICE</b> 	PRINTED DIGITAL STICK/GLUE	OVERT COVERT	HIGH MEDIUM LOW	HIGH MEDIUM LOW	HIGH MEDIUM LOW	HIGH MEDIUM LOW	NA	HIGH MEDIUM LOW	COMPANY INTERNAL LAW ENFORCEMENT CONSUMERS
<b>OVI - OPTICAL VARIABLE INK</b> 	PRINTED DIGITAL STICK/GLUE	OVERT COVERT	HIGH MEDIUM LOW	HIGH MEDIUM LOW	HIGH MEDIUM LOW	HIGH MEDIUM LOW	NA	HIGH MEDIUM LOW	COMPANY INTERNAL LAW ENFORCEMENT CONSUMERS
TYPE OF BRAND PROTECTION	APPLICATION	OVERT/COVERT	ANTI-DUPLICATION	ANTI-FORGING	ROLLOUT COST	COST PER ITEM	READER COST	DEPLOYMENT COMPLEXITY	TARGET AUDIENCE
<b>PRODUCT FINGERPRINT</b> 	NA	OVERT COVERT	HIGH MEDIUM LOW	HIGH MEDIUM LOW	HIGH MEDIUM LOW	HIGH MEDIUM LOW	HIGH MEDIUM LOW	HIGH MEDIUM LOW	COMPANY INTERNAL LAW ENFORCEMENT CONSUMERS
<b>QR CODE</b> 	PRINTED DIGITAL STICK/GLUE	OVERT COVERT	HIGH MEDIUM LOW	HIGH MEDIUM LOW	HIGH MEDIUM LOW	HIGH MEDIUM LOW	HIGH MEDIUM LOW	HIGH MEDIUM LOW	COMPANY INTERNAL LAW ENFORCEMENT CONSUMERS
<b>RAMAN</b> 	NA	OVERT COVERT	HIGH MEDIUM LOW	HIGH MEDIUM LOW	HIGH MEDIUM LOW	HIGH MEDIUM LOW	HIGH MEDIUM LOW	HIGH MEDIUM LOW	COMPANY INTERNAL LAW ENFORCEMENT CONSUMERS
<b>RFID</b> 	PRINTED DIGITAL STICK/GLUE	OVERT COVERT	HIGH MEDIUM LOW	HIGH MEDIUM LOW	HIGH MEDIUM LOW	HIGH MEDIUM LOW	HIGH MEDIUM LOW	HIGH MEDIUM LOW	COMPANY INTERNAL LAW ENFORCEMENT CONSUMERS
TYPE OF BRAND PROTECTION	APPLICATION	OVERT/COVERT	ANTI-DUPLICATION	ANTI-FORGING	ROLLOUT COST	COST PER ITEM	READER COST	DEPLOYMENT COMPLEXITY	TARGET AUDIENCE
<b>SCRATCH OFF</b> 	PRINTED DIGITAL STICK/GLUE	OVERT COVERT	HIGH MEDIUM LOW	HIGH MEDIUM LOW	HIGH MEDIUM LOW	HIGH MEDIUM LOW	HIGH MEDIUM LOW	HIGH MEDIUM LOW	COMPANY INTERNAL LAW ENFORCEMENT CONSUMERS
<b>SECURED QR CODE</b> 	PRINTED DIGITAL STICK/GLUE	OVERT COVERT	HIGH MEDIUM LOW	HIGH MEDIUM LOW	HIGH MEDIUM LOW	HIGH MEDIUM LOW	HIGH MEDIUM LOW	HIGH MEDIUM LOW	COMPANY INTERNAL LAW ENFORCEMENT CONSUMERS
<b>SECURITY THREAD</b> 	PRINTED DIGITAL STICK/GLUE	OVERT COVERT	HIGH MEDIUM LOW	HIGH MEDIUM LOW	HIGH MEDIUM LOW	HIGH MEDIUM LOW	NA	HIGH MEDIUM LOW	COMPANY INTERNAL LAW ENFORCEMENT CONSUMERS
<b>SMART EMBOSING</b> 	PRINTED DIGITAL STICK/GLUE	OVERT COVERT	HIGH MEDIUM LOW	HIGH MEDIUM LOW	HIGH MEDIUM LOW	HIGH MEDIUM LOW	HIGH MEDIUM LOW	HIGH MEDIUM LOW	COMPANY INTERNAL LAW ENFORCEMENT CONSUMERS
TYPE OF BRAND PROTECTION	APPLICATION	OVERT/COVERT	ANTI-DUPLICATION	ANTI-FORGING	ROLLOUT COST	COST PER ITEM	READER COST	DEPLOYMENT COMPLEXITY	TARGET AUDIENCE
<b>THERMOCHROMIC</b> 	PRINTED DIGITAL STICK/GLUE	OVERT COVERT	HIGH MEDIUM LOW	HIGH MEDIUM LOW	HIGH MEDIUM LOW	HIGH MEDIUM LOW	NA	HIGH MEDIUM LOW	COMPANY INTERNAL LAW ENFORCEMENT CONSUMERS
<b>TRACK &amp; TRACE</b> 	PRINTED DIGITAL STICK/GLUE	OVERT COVERT	HIGH MEDIUM LOW	HIGH MEDIUM LOW	HIGH MEDIUM LOW	HIGH MEDIUM LOW	HIGH MEDIUM LOW	HIGH MEDIUM LOW	COMPANY INTERNAL LAW ENFORCEMENT CONSUMERS
<b>WATERMARK</b> 	SUBSTRATE INTEGRATION	OVERT COVERT	HIGH MEDIUM LOW	HIGH MEDIUM LOW	HIGH MEDIUM LOW	HIGH MEDIUM LOW	NA	HIGH MEDIUM LOW	COMPANY INTERNAL LAW ENFORCEMENT CONSUMERS