Definitely an Original
Innovative Product and Brand Protection for the Leisure, Textile, and Sports Equipment Industries

Today, all popular brands are exposed to the risk of product piracy and tampering. But there are innovative authenticity protection solutions available for tamper- and counterfeit-proof product labeling.

Forum Special Topics:

- Fake Products Jeopardize Innovation and Brand Image.
- Security Technologies Offer Reliable Proof of Authenticity
- RFID Authenticity Protection Creates Value-Adding Benefits
Fake Products Jeopardize Innovation and Brand Image

Product Pirates Target the Textile, Sports Equipment, and Leisure Industries

In Germany alone, manufacturers of branded products suffer annual losses of 30 billion euros as a result of product piracy. Losses in sales and earnings of such magnitude weaken the innovative power of businesses and jeopardize jobs. The higher a company’s investment in cultivating its brand and image, the greater is its risk of becoming the victim of illegal copying, full-fledged counterfeiting, and registered design infringements. Consequently, upscale sports apparel and leisure articles are particularly often the targets of product pirates.

Damaged Image and Liability Issues

Whenever a consumer purchases a branded product, which, in reality, is a fake, the lower quality of the pirate product reflects on the brand, resulting in a huge loss of image. If a brand frequently becomes the victim of counterfeiting, this may ultimately diminish its value. In addition, product piracy leads to liability issues: Unless clear proof is available that an article has been faked, product liability fully rests with the manufacturer of the branded product.

Authentic Products Protect Consumers

Fake products may contain hazardous or allergenic substances. Counterfeit sports equipment may even be made of inferior material that puts the user’s life at risk. In addition to these dangers to life and limb, the brand’s reputation suffers as a result of being associated with an inferior product. Targeted brand protection therefore also protects consumers. Manufacturers who demonstrate their sense of responsibility by protecting their branded products enhance the value of and confidence in their brand.
Effective Identification Solutions Enhance Product Safety

Brand Protection Checklist

- **Product security**: The utilization of technical security markings such as holograms or specific encodings significantly raises the hurdle for counterfeitors.
- **Proprietary rights management**: The filing of patents, registered designs, logos/slogans, etc. in all relevant markets is a prerequisite for enforcing legal rights.
- **Documentation**: All products and their characteristics should be systematically documented. The same applies to copies/pirate products that have been detected as well as the distinguishing characteristics of the respective genuine products.
- **Business organization**: Clearly defined responsibilities enhance the effectiveness of brand protection. The designation of a point of contact for internal and external brand protection issues provides clarity for proactive measures and improves the ability to respond to problems.
- **Information network**: Exclusively relying on the monitoring activities of customs and police authorities is not enough. The involvement of field sales employees, test buyers, and private detectives helps monitor markets and detect fakes at an early stage.
- **Business partners**: Agreements with partner organizations must be designed to include proactive product and brand protection. The threat of high contractual penalties in the event that confidential product information is disclosed can deter such actions.

Modern identification and labeling technology can combine as many as three functionalities in a single solution:

- **Counterfeiting protection**
- **Traceability**
- **Tampering protection**

The labeling solution has to be focused on particular aspects, depending on the product and specified requirements. All the required features should be consolidated in a custom-developed security system for products or components, packaging, or shipping units.

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Security Technologies Offer Reliable Proof of Authenticity

Attractive Counterfeiting Protection

Holograms are successfully used as counterfeiting protection around the world. Particularly in the lifestyle market, these attractive identification features enhance the visual appeal of merchandise, and thus help boost sales. But even holograms are subject to counterfeiting nowadays. Only the combination of various overt, covert, and forensic features ensures sufficient copying protection, enabling consumers and experts to perform reliable product authentication.

Schreiner ProSecure offers a wide range of technologies and identification features, from color-shifting inks and special, invisible inks that are made visible under UV or IR light, all the way to MicroTaggants or biochemical DNA markings.

Effective Tampering Protection

There are numerous critical products, such as mountain climbing gear, safety-relevant spare parts for bicycles, or scuba diving regulators, for which it is advisable that the manufacturer provide additional assurance that the product pack has not been opened prior to reaching the consumer.

For reliable protection of equipment and packaging from unauthorized opening, Schreiner ProSecure possesses extensive sealing know-how, including adhesives that work with the most difficult substrates. A special product in ProSecure’s portfolio is the Multi-Seal: After opening the seal for the first time, the manufacturer’s logo or other message will permanently appear. Although the pack can be sealed again afterwards, the message will remain visible, meaning that the contents of the pack cannot be exchanged or otherwise tampered with, without this being noticed.

How RFID Works

The use of passive transponders or smart labels (“tags”) applied to a product enables easy, remote data exchange. In addition to the tags, each RFID system uses readers (write/read units). The readers read the data stored on the tags and transmit it to a parent system via a physical interface.

The principle of radio frequency identification (RFID) is both simple and effective. By means of magnetic fields or electromagnetic waves data is exchanged between the reader and the tag. Depending on the operating frequency used, the range may amount to several meters. A line of sight between the transponder and the reader is not required, which means that the data can be read and written through various materials.

Transparency and Traceability

The traceability of branded products is gaining increasing importance as a differentiation feature. Particularly the use of RFID technology is optimally suited to meet the demand for higher transparency within the supply chain.
Customized RFID Labeling

The ((rfid))-SoftTex-Label is ideally suited for temporary as well as permanent integration into clothing items. Due to its textile structure and high level of flexibility neither the shape nor functionality of the garment are impaired, which makes the ((rfid))-SoftTex-Label a means of identification that can be used across the entire textile chain.

For a hanging application to apparel, home textiles, and accessories, the ((rfid))-HangTex-Label was developed. The label can be complemented with clear-text information, thus expanding its benefits to the retail business. Of course, customization in terms of sizes, designs, etc. is available as well.

Most transponders have a unique identification number. This code exists only once throughout the world, thus enabling an object equipped with the code to be clearly identified. The combination of this unique ID with the innovative KeySecure tracing solution makes any product using this solution a truly unique, protected item: For each unit – as needed – a complex security code is generated and stored on the chip of the smart label. In addition, the code can be visibly or invisibly printed on the tag. The code can then be authenticated by retailers or consumers on the Internet. The manufacturer can use the web-based authentication site to provide visitors with additional information and as a platform for a wide range of marketing and customer retention activities.

KeySecure is easy to integrate into any security label. Schreiner ProSecure implements the complete system and operates the high-security data center in which the codes are generated and authenticated.

Web-based Authenticity Check

Individual requirements call for individual solutions. For this reason, Schreiner developed the ((rfid))-Safety-Label as a product that is destroyed in any tampering or peel-back attempt. In addition, other overt or covert authenticity features may be integrated into this ((rfid))-Label.
RFID technology enables monitoring and control of the entire distribution chain. From production to point of sale, the supply chain can be tracked across its various stages. Identification at key interfaces is performed using stationary or mobile readers. In addition to optimizing logistics, transponders can be used to enhance the efficiency and control of numerous production steps. Other uses of the systems include CRM and customer loyalty programs.

Customer Retention and Theft Protection for the Retail Business

Retailers, as well, benefit from Schreiner’s RFID labeling solutions, such as in the area of electronic theft protection. Other uses include:
- Higher customer loyalty and individualized POS marketing
- Simplification of warranty proof
- Performance of electronic stock-taking
- Automatic payment processes

In addition, the technology can be integrated into rental systems, such as for winter sports gear, bicycles, or diving equipment.

Advice and „Free Admission“ for Consumers

To the consumer, transponder technology will provide a wealth of innovative uses and non-cash benefits in the future: The chip inside the garment has the size and model name stored on it, enabling an information terminal at the POS to display an individual, complementary article, or advantages of a piece of equipment. Proof of warranty can be stored in the product. Bonus programs are possible as well: If the customer purchases a pair of pants matching the jacket three weeks later, a discount will automatically be deducted from the bill. A wide range of uses aside from the POS is conceivable as well, such as for access systems – from skiing passes all the way to integrated time-taking. Modern encryption technologies prevent access to the confidential data. And, if desired, the RFID tag can be "switched off" as well.
One-Stop Expert Consulting, Conceptualization, and Implementation

For all areas of product and brand protection, Schreiner ProSecure offers innovative ideas and combines them into effective turnkey solutions. The interdisciplinary collaboration of six business divisions, combined with the know-how of a capable R&D department, creates synergies and spawns new, leading-edge solutions. Only total solutions ensure seamless protection combined with high levels of economy. Effective authenticity and value protection requires a carefully devised security concept.

Schreiner ProSecure will support you at every stage of your project, from the initial idea and implementation all the way to regular operation. If desired, we will assume overall responsibility for project management, and thus the successful implementation of your security solution.

We start by performing a risk analysis. The decision on how to meet your security requirements in the best as well as most cost-effective manner will be made on the basis of process analyses, feasibility studies, business case costing, and a return-on-authentication analysis.

During the implementation phase Schreiner ProSecure will select and/or develop suitable hard- and software and integrate these elements into your business processes.

Schreiner ProSecure offers a consistent, modular system of security markings enabling the quick identification of original products and providing experts with legally binding proof of authenticity.

The result is a tailor-made, economical, and forward-thinking solution from a single source.

Schreiner LogiData – the RFID Competence Center

Schreiner LogiData is one of the world’s leading providers of barcode and RFID labels (13.56 MHz and 868 MHz). All products are custom-designed and produced in terms of the materials, adhesives, designs, sizes, and chip technologies used. Product examples include ((rfid))-CD-Labels, ((rfid))-on-Metal-Labels for metallic surfaces as well as the ((rfid))-TwinPlasto-Label for harsh industrial environments.

In addition, Schreiner LogiData offers complete barcode and RFID systems in collaboration with qualified partners. The performance spectrum ranges from customer-specific consulting, feasibility studies, support with the preparation of functional and design specifications, the selection and development of suitable hard- and software components, all the way to overall project management and integration into existing system landscapes.
Schreiner ProSecure, a division of Schreiner Group, is a supplier of innovative, self-adhesive security solutions for product, brand and document protection with worldwide activities. Customers from the pharmaceutical, automotive and telecommunications industries as well as banking and the public sector value the company for its system solutions. As a long-standing development partner to the engineering industry, Schreiner ProSecure offers comprehensive competence with regard to consulting, application and implementation.

Integrated quality and security management guarantee that customers can rely on a high security level of manufacturing and confidentiality in handling all data and products.

Innovation, Quality, Performance and Enthusiasm: These are the core values to which Schreiner Group subscribes. The extensive know-how and performance portfolio of all group members, including research and development, is fully available for Schreiner ProSecure to draw on as needed.

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