KeySecure – The Tracing System for Product Authentication
Suppliers of branded products are increasingly threatened by counterfeiting and grey market trading. The consequences range from lost revenues all the way to irreparable damage to the manufacturer’s image. For the consumer, counterfeiting of spare parts and pharmaceuticals may even pose life-threatening risks. It’s time to stop this dangerous trend!
Background
While overt security features can be readily recognised by the consumer, they may fall short of providing the desired level of protection. Hidden features offer higher levels of security but may require authentication by special equipment or experts.

Challenge
Manufacturers of branded products need simple yet reliable means of product identification. Optimum security is achieved by a solution allowing each unit to be clearly identified as a unique item.

Solution
KeySecure is the modular tracing system from Schreiner ProSecure. KeySecure marks each product with a unique, highly complex security code. This code can be authenticated at any stage of the distribution chain via an encrypted Internet connection – anywhere in the world.

Tried and tested
KeySecure application: authentication seal and portal of Bosch original spare parts.
Unlike conventional security features, the KeySecure intelligent tracing system allows the origin, destination or other specified product features to be clearly identified anywhere in the world - enabling the consumer to verify product authenticity easily.
Each product becomes a unique item
The KeySecure code is a 15-digit alpha-numerical key printed as plain text or in barcode form. The security level of this encrypted reference to the original product is many times higher than that of random-generated codes.

Quick and convenient authentication
Product authentication uses the Internet – ideally via a direct link on the product manufacturer’s website. Any inspector or consumer entering the printed code will immediately receive confirmation of product authenticity.

Tamper-proof system
Entry of a false code, which may indicate a case of product counterfeiting, will prompt a warning message. The system logs each product query and can be customised to reject multiple entries of the same 15-digit code at preagreed levels.

KeySecure as a marketing tool
The KeySecure authentication system can be combined with a host of other consumer information: product descriptions, user instructions, customer surveys or promotional activities, for example. An analysis of system queries provides valuable information on customer or user profiles.

Infinite security
The security level achieved by KeySecure can merely be described in theoretical terms: It would take five billion Intel XEON Quad Core 2.6 GHz computers 56.117 billion years to read the entire code room.
Seamless Process Security

The KeySecure network

Latest-generation hard- and software protects the KeySecure network against unauthorised access. The server structure and a failsafe backup system meet maximum security requirements.
Top-end quality and security

- Schreiner ProSecure is certified according to the stringent quality standards of the pharmaceutical and automotive industries. Seamless protection of security product manufacturing is guaranteed by audited monitoring systems.

- Only a restricted group of operators can initiate the generation of KeySecure codes from designated workstations. The security codes are generated exclusively by a specially protected system, combining different encryption technologies, like RC4 and Blowfish with 128-bit key length.

- A special firewall configured as a multi-stage high-availability system protects the entire ProSecure server network against unauthorised access.

- The Schreiner ProSecure query system can be accessed by consumers and authorised personnel within the distribution chain via a 128-bit encrypted Internet connection. Password protection for the link to the query page is available on request.
An Unbeatable Combination

The combination of Schreiner ProSecure’s tried and tested tamper and counterfeit protection features with the KeySecure tracing system achieves whole new levels of security: The integration of KeySecure codes in security labels links physical with logical security features – creating a highly effective tool for product, brand and document protection.
KeySecure can be integrated into customised security products:

**Holograms**
Features which can be easily identified visually, like holograms, offer particularly distinctive and decorative authenticity protection. Unique security features, like dynagrams, nano-text, 2D / 3D effects raise counterfeiting protection levels step-by-step. Holograms allow even non-experts to readily recognize an original, and the addition of a void effect provides reliable tamper protection.

**Logistics Seal**
Schreiner ProSecure’s Logistics Seal provides reliable authenticity protection, from the factory to the consumer. Suitable security features are integrated into the labels according to the client’s specifications. Overt, covert and forensic elements are available for authentication. In addition, the seal is equipped with a self-destruction effect that provides reliable evidence of any tampering attempt or unauthorised first opening of the packaging.

**Pharmaceutical identification**
Today’s pharmaceutical labels combine numerous functionalities in an extremely small space. Schreiner MediPharm’s Pharma-Multi-Inform product family, for example, offers an enlarged area for text by means of multi-layered labels or booklets. Pharma-Comb labels come with one or several detachable segments. In combination with KeySecure codes, they provide multi-functional labelling solutions including reliable authentication of original products.
Security Partnership You Can Trust – Around the Globe

UTSCH AG  Procter&Gamble  BMW  Lilly

BOSCH  Giesecke & Devrient  Wyeth®
octapharma  Baxter  conergy  Jemella

Bayer Schering Pharma
Schreiner ProSecure is your reliable development partner, providing you with customised solutions that address your specific needs:

- Schreiner ProSecure experts help you to scope your project, then develop suitable proposals, assist you in evaluating and selecting the solution that best meets your needs, and ensure its successful implementation.

- Using in-house research and development capabilities, Schreiner ProSecure has been working out innovative, project-specific security solutions for constantly changing requirements.

- Efficient project management, including a complete chain of documentation, as well as use of the latest developments and production technology give you reliable product protection against counterfeiting, tampering and abuse.

- Our worldwide network of sales locations ensures optimum local customer support as well as country-specific adaptation of products and KeySecure Internet integration.

Schreiner ProSecure is your reliable partner for any security requirements. Why not put ProSecure to the test:

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