

Kodak

Traceless

System for
Anti-counterfeiting



Act against a global problem

In today's global marketplace, companies are in a perpetual battle to protect their brands from those who seek to capitalize on successful reputations by creating counterfeit products. According to the International Chamber of Commerce, worldwide counterfeit products account for more than \$900 billion in lost sales annually. Add in lost tax revenue and job loss, it is a global problem impeding innovation, international trade and business investment.

In addition to the financial impacts, counterfeit drugs, automobile and aircraft parts, and electronic components pose great risk to consumer safety. Moreover, unsuspecting customers will associate poor quality of counterfeits with legitimate products, furthering brand erosion.

To defend against counterfeiting, companies must develop a proactive solution to protect their brand, products and customers. That's just what the versatile **Kodak Traceless** System for Anti-counterfeiting delivers.

Economical to deploy, easy to use and forensically invisible

To effectively safeguard against counterfeiting, companies need a proven, covert, authentication system that can be customized and does not affect product design, the manufacturing process, or materials to which it is applied.

Proven to defend brands, products and customers

Counterfeiters can't copy what they can't find. Delivering a truly covert solution, the **Kodak Traceless** System for anti-counterfeiting is already in use protecting a wide range of products, including:

- Cosmetics
- Fashion apparel and accessories
- Pharmaceuticals
- Premium wines and spirits
- Secure documents and IDs

Market-proven covert protection

Using proprietary markers that are detectable only by handheld **Kodak Traceless** Readers, the **Kodak Traceless** System for Anti-counterfeiting features forensic invisibility, drop-in ease of use, and is economical to deploy. The markers can be used in materials such as inks, toners, coatings, paints, fabrics, fibers, plastics, foils, and glass.

The **Kodak Traceless** System is highly customizable and can be applied across several different products in a company's portfolio while using the same reader to authenticate all of them. For example, a company can apply a varnish coating to an adhesive label as well as paint on an ampoule and one Traceless reader will authenticate both products.

Backed by a continuing legacy of innovation

The **Kodak Traceless** System for anti-counterfeiting is supported by one of the world's most respected brands, built on more than a century of leadership in materials science, imaging science, and easy-to-use, sophisticated technology. Backed by our extensive R&D capability with a vast library of intellectual property, Kodak will stay well ahead of the counterfeiters with new and improved solutions.

For more information about the **Kodak Traceless** System for anti-counterfeiting or to learn how Kodak can develop a solution to your specific requirements, contact Kodak at traceless@kodak.com.



Readers available for the multiple security systems available from Kodak

Ultra low levels of our covert solution are easily integrated into all standard printing technologies

To learn more:

Visit www.kodak.com or in North America, call +1-866-563-2533.

Printed using **Kodak** Technologies.

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