

# Crime Stoppers

Protecting branded products from counterfeiters is a fast-developing market that offers opportunities for converters.

Are you getting your share of this high-value business?

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## Taggants

Many types of taggants can be used within substrates to provide authentication. Forensic taggants such as DNA, other nano-particles, and metal or nylon security threads can be incorporated in the package substrate or in the label.

Partnered with a range of special reading devices, these measures can provide rock-solid authentication of a branded product that counterfeiters will be seriously challenged to replicate. Authenticity checking at every level of the supply chain can reduce and even eliminate the likelihood of diversion or other criminal intervention.

## Solutions For Tobacco Products

Members of the Brand Protection Alliance report a number of technology platforms to ensure product authentication for the tobacco industry:

- Applied DNA Sciences uses its Biomaterial Genotyping platform to verify the origin and authenticity of naturally derived materials present in tobacco products. An alternative approach is its SigNature DNA markers that cannot be copied and provide forensic proof of identity. They can protect packaging by providing a DNA security ink on the printed surface and DNA-marked adhesive on the back of the label.