

Added security

Company introduces additional layer of covert security

Addmaster, the Stafford, U.K. based supplier of covert markers has told Product & Image Security that its Verimaster technology now incorporates another unique tracer technology – botanical DNA.

The versatility of this new addition allows its customer base to have millions of sequential codes incorporated into their Verimaster taggant systems. Addmaster, working closely with Applied DNA Sciences in New York, USA, has created an incredibly robust security solution that provides an environmentally friendly technology which cannot be copied, scanned or reverse engineered.

This new DNA/Taggant combo also gives forensic proof of authenticity and because of the extremely low addition levels provides affordable security solutions for all brands. Paul Morris, MD of Addmaster commented: “There is always risk associated with counterfeit products. They could contain harmful chemicals, inferior craftsmanship or in the case of pharmaceuticals, be life threatening. This is precisely the reason why security taggants are needed, to protect the brand and increased quality assurance. Customers need to know what they are buying is the genuine article and that they are safe from harm.”

Addmaster is one of Europe’s leading suppliers of performance additives for a wide range of applications and industries. By working in partnership with its customers and focusing on research and development, highly innovative additives have been created and successfully introduced into many manufacturing environments. Addmaster’s advanced products are being used by many of the world’s industry leaders in the plastics, paper, paint, textile and coating applications.