

Verimaster

Security Technology

Anti-counterfeit additives
for brand protection

7-8% of all world trade is in counterfeit goods. This year it will account for \$1.7 trillion in global lost sales

Counterfeiting is a growing problem, posing public health concerns and financial problems for legitimate brand owners and businesses alike.

Complex global supply chains create new opportunities for counterfeiting and companies find themselves in a constant struggle to defeat well-funded criminal organisations. Manufacturers need a proactive approach to protect their customers and their brand integrity from the dangers of counterfeit products.

Verimaster is an innovative and experienced provider of technology and solutions designed to protect global brands from counterfeiting.

Our innovative covert technology secures the integrity of your brand through the recognition of authentic products – and the instant detection of fake items.

Similarly, Verimaster can monitor the use of specified materials in your product, revealing the presence of any fake components.

Available in masterbatch, liquid or powder forms, Verimaster is suitable for all polymers, paper, textiles and coatings. It is cost-effective and easy to test.

Once an item has been produced with built-in Verimaster Technology, the anti-counterfeit protection never diminishes.

Verimaster is ideal for:

- Protection of authentic branded consumer goods
- Validation of manufacturing processes – *e.g.* to check that external suppliers have used the correct specification.

- Validation of guarantees by easily determining the age of a product.

Our technology is used in a wide range of industries, helping protect goods and documents worldwide.

We support every one our customers right through the manufacturing process so you can easily add brand security solutions to your products.



A signpost with two signs. The top sign is black with the word 'FAKE' in white, 3D block letters. The bottom sign is black with the word 'GENUINE' in white, 3D block letters. The signpost is a silver pole. The background is a blue sky with white clouds.

FAKE

Knowing what's real

We are all used to seeing holograms, watermarks and other overt anti-counterfeit protection measures. These methods are never effective for long because the anti-counterfeit measures themselves can be faked within a matter of weeks.

Verimaster technology is different because it allows you to build a secret identification system into your product during the manufacturing process.

Our additives can be identified even at very low dosage levels, making the product itself the brand security tool.

More than brand protection - Verimaster is the fail-safe solution to your product verification requirements

Invisible to the naked eye and lasting the lifetime of your product, our unique range of additives can only be identified by one of our proprietary detection units.

Our detectors can be programmed to locate a single additive, or up to one hundred different combinations of additives. Each signature can be made unique to the client or to an application.

Verimaster additives are detected via three standard methods:

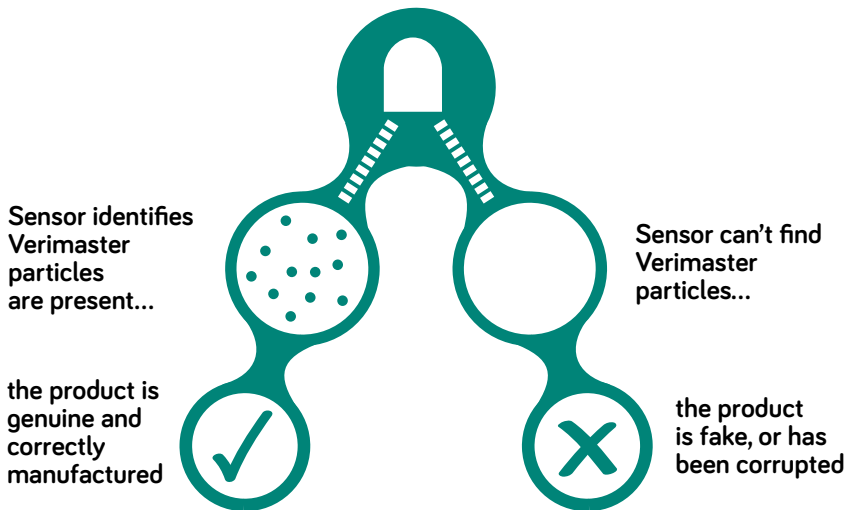
- Visual: a simple visual system that allows instant detection.
- Electronic signal: this triggers sounds, lights or can be connected directly to a computer.
- Laboratory testing: in-house tests can detect individual additive combinations.



The detection devices are completely controlled by Verimaster, so it is virtually impossible to replicate a specific signature to fool the device.

Testing has shown that our additives have a greater relative intensity compared to other products - so you need less material to achieve the same degree of detectability.

To find out more about how Verimaster can protect your brand, contact us today.





Invisible to the naked eye and lasting the lifetime of your product, Verimaster technology is only identifiable with one of our proprietary detection units.



Verimaster® is a registered trademark of:

Addmaster (UK) Ltd
Darfin House
Priestly Court
Staffordshire Technology Park
Stafford ST18 0AR
United Kingdom

T: +44 (0)1785 225656

F: +44 (0)1785 225353

E: info@addmaster.co.uk

W: addmaster.co.uk

This leaflet is printed on paper protected
by Biomaster antibacterial technology
and Verimaster anti-counterfeit technology