

## Counterfeit protection for more product security – product identity on item level, as unique as a fingerprint



### High counterfeiting barriers and unequivocal identification of every original product

In 2005 alone, sales losses attributable to product counterfeiting amounted to 200 billion US Dollars – representing not only an immense financial damage borne by brand owners, but also a threat to brand image and trust. And the jeopardy extends to the consumer as well, who – often unknowingly – purchases inferior or even health threatening counterfeits.

tesa scribos thwarts counterfeiters where it is most effective: directly on the original product. Counterfeit protection with tesa scribos makes each single product an original, disclosing unequivocal information about itself – as secure as a fingerprint.



### tesa Holospot®

tesa Holospot® –

the comprehensive solution for maximum counterfeit protection: product security on minimal space  
The unique tesa Holospot® technology is based on computer-generated, laser-inscribed holograms with multi-level information architecture ...

[More about tesa Holospot®](#)



## tesa® CodeSeal – product security in mass markets

tesa® CodeSeal –

effective brand protection in mass markets

tesa® CodeSeal is a security label with integrated information. It ensures item-unique security codes are effectively integrated into a physical verification system. tesa® CodeSeal is thus ideally suited to providing counterfeit protection, [traceability](#) as well as authenticity verification for each individual product.

[More about tesa® CodeSeal](#)

### Further information on the topic:

#### **tesa IdentSeal®**

Permanent identification with effective anti-counterfeit features >>

#### **tesa® SecurityPrint**

Flexible solutions in print >>

#### **Combined technologies**

Individual solutions >>