

tesa® CodeSeal – Effective brand protection in mass markets



tesa® CodeSeal - Security 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. Moreover, tesa® CodeSeal's appeal is enhanced by its potential use in customer loyalty programmes.



tesa® CodeSeal – product security in mass markets

Item-unique codes in a physical verification system

In tesa® CodeSeal, labels and codes are inseparably linked together. The opening seal on the label contains an item-unique, computer-generated sequence of numbers which directly correspond to the code on the label surface. Items can be immediately and reliably authenticated on the spot by simply comparing numbers.

The label can feature all standard bar codes and suitable code numbers, thus enabling it to be used with all relevant identification and track & trace applications.



tesa® CodeSeal - authenticity verification

Customer interaction and authenticity verification

Codes can be authenticated via a customised internet portal, which can also be used for customer loyalty programmes.

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