How Are You *Protecting* Your Products and *Safeguarding* Your Brand?

Let GBS' Secure Labeling and Brand Protection Solution shield your company from potentially harmful threats.
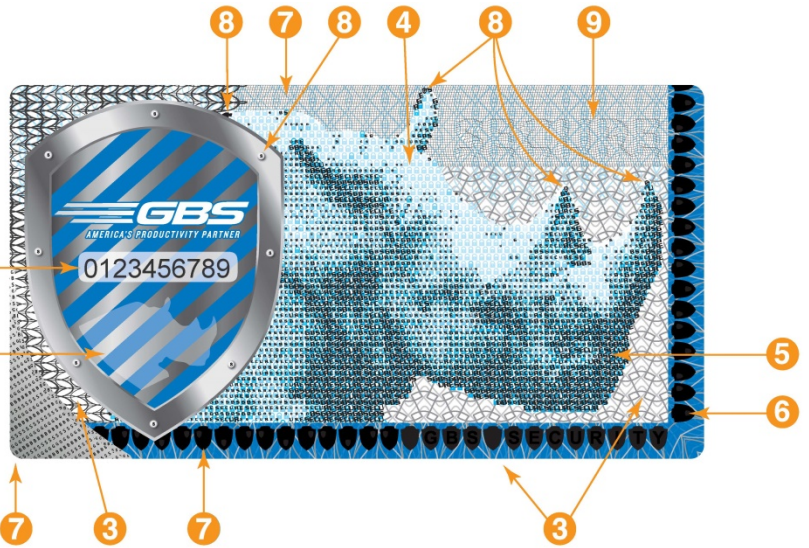
Our leading-edge technologies provide security, protection and peace of mind.

GBS' Secure Labeling and Brand Protection Solution features specialized enhancements designed to provide customers with a heightened level of security and peace of mind. Our Secure Labels safeguard goods from tampering, counterfeiting, and diversion to grey markets. Our Brand Protection Program authenticates products, protects a company's brand and revenue in the marketplace, and helps monitor products as they travel through the supply chain.

GBS offers a wide variety of security features (below) that can be incorporated into a customer's labeling solution. Based on our customer's needs, we can customize a solution to include only the features that are needed to achieve the desired level of protection.

What Makes GBS' Secure Labels Difficult to Duplicate?

1 Serialization – Random, unique sequential numbering within each individual label on the shield prevents forgers from knowing which numbers have been used previously or will be used in the future.

2 Black Light Feature – A printed rhinoceros likeness on the bottom half of the shield is revealed only under a black light. Our Optical Brightener Black Light Varnish will not show up when copied or scanned.

3 Guilloche – Uniquely patterned overlapping lines with varying degrees of thickness, color tints and distortions make exact reproduction extremely difficult.

4 Select Raster – A multi-dimensional look is added to the rhinoceros using smaller images of locks in various tints of cyan to enhance security; duplication would require both the original image and exact shade of cyan. A secure digital file of the original image could be compared to a high-end duplicate to prove its inauthenticity.

5 Trafo Raster – Letters spelling "GBS SECURE" are used in various sizes and angles to distort and create a multi-dimensional look to the rhinoceros image, making it extremely difficult to replicate. The image dictates how the text changes size and appears or disappears. A secure digital file of the original image could be compared to a high-end duplicate to prove its inauthenticity.

6 **Black on Black Printing** – The border is made up of one small shield printed on top of larger shields in a rotating pattern, giving the border an embossed appearance and feel. Duplicating the precise spacing and placement of the shields would be time consuming and difficult. Additionally, the black-on-black printing does not reproduce properly when copied or scanned, as it would appear visually flattened and would not feel raised.

7 **Multiply** – The corner fade contains unique, varied and difficult-to-reproduce font, spacing and distorted letter sizes. Varied font sizes and fades at a unique rate, as well as the small size of the letters, also make it ineffective to copy, scan or reproduce.

8 **Micro-Features** – Hidden elements that can only be seen clearly with a loupe (a small magnifying glass) enhance security; when a fake label is viewed under a loupe, the micro-features would be missing or unclear. Without knowing that a micro-feature is present, a forger would not know to add it, and these features would not show clearly in a copy or scan.

9 **Numanistics** – The Numanistics tool—used to distort words, shapes or images into a pattern of thin lines—has many options that can be adjusted to make copying and scanning very difficult. A secure digital file of the original image could be compared to a high-end duplicate to prove its inauthenticity.

The costs that result from product tampering, counterfeiting and diversion in the supply chain can be insurmountable, and can adversely affect a company's bottom line. Additionally, these security threats are jeopardizing public brand perception as it becomes increasingly difficult to distinguish between genuine products and the "fakes" that are infiltrating the marketplace.

The amount of total counterfeiting globally has reached to 1.2 trillion USD and is expected to rise to 1.82 trillion USD by the year 2020. — Business Wire, 2018

Let GBS create a robust Secure Labeling and Brand Protection Solution that will shield your company from potentially harmful threats.

Contact us today at **800.329.9434** to learn how we can help you protect your products, safeguard your brand and enjoy peace of mind!