



Brand Protection Solutions

**A name you can trust. Brand
Protection you can depend on.**

When Ignoring the Problem is No Longer an Option

An alarming number of brand owners are under attack today from counterfeiting, diversion and tampering problems. Many of these brand owners have learned that leaving the problem unaddressed does not make it go away, but intensifies it.

Establishing a comprehensive brand protection program for your company not only requires close interaction with legal, marketing, supply chain, physical and information security, law enforcement, customs and investigations, it also often evolves around the fundamental need for a strong product authentication plan.

With Brady Brand Protection, you can gain valuable insight and advice on the integration of authentication tactics into your product line and how to effectively make authentication the **cornerstone of your brand protection program**.

cor•ner•stone (noun)

An important quality or feature on which a particular thing depends or is based.



Brady Offers a Name You Can Trust & Technology You Can Depend On

To protect your most valuable asset – your brand – you need a product authentication solution partner you can rely on. Brady Brand Protection offers innovative, custom-engineered brand authentication labels and services.

- **Variety of Technologies**

One size does not fit all when it comes to brand protection. Unlike many competitors, with Brady you have access to our internally developed technologies, in addition to the industry-leading external partners we work with to deliver the most effective integrated solution for your application.

- **Stability**

In an industry filled with unproven newcomers, single technology providers, or solutions that are too risky and can't meet your authorized vendor requirements, Brady is a stable force with a strong financial foundation and a diverse customer base.

- **Global Secure Supply Chain**

With a support network of 25 locations around the world, Brady will treat you globally with the convenience of local resources and support.

- **Certified Security**

Don't let others fool you. There is a difference between "claiming" to be a secure manufacturer and actually having an accredited security standards organization certify your business annually. Brady has been certified by NASPO International in the United States and Singapore since 2004 and 2006, respectively.



Authentication & Tamper Indicating Labels & Seals

In many cases, using a label or seal is the most appropriate method for adding authentication to a product or indicating evidence of product tampering. You can trust Brady's 100+ years of experience in developing labeling solutions to deliver a customized product that meets your product protection needs. Here are a few examples of the numerous technologies Brady can layer together for you:

Tamper Indicating



Customized and Controlled Solutions: In addition to a readily available range of stock tamper labeling solutions, Brady offers supply-chain-controlled, customized tamper labels and coatings that are used in the most highly targeted anti-counterfeiting and anti-tampering situations. These tamper indicating features are often combined with various overt, covert, and digital authentication features to build a strong, multi-layered protection solution.

Overt Technologies



TRULENS™ Micro-Optic Security Films: Labels made with TruLens films offer unique, non-holographic 3D visual effects that can easily be authenticated in all lighting conditions. All TruLens security labels are manufactured under tight security controls using proprietary and/or trade secret controlled origination, tooling and manufacturing processes. These labels include:

- **TRULENS™ Exclusive:** Reserved exclusively for brand owners protecting high-risk health and safety product lines. Micro-scale optic projectors precisely align to project ultra-high resolution 100,000 dpi printed images, providing the highest level of overt protection in the market today. Over the past three years, TruLens Exclusive has successfully protected over one billion units of several highly targeted global brands.
- **TRULENS™ Spectrum:** When the need is for both a decorative and secure labeling solution, TruLens Spectrum is ideal. It offers the security of multi-color, non-holographic 3D visual effects at a high resolution of 9,600 dpi.

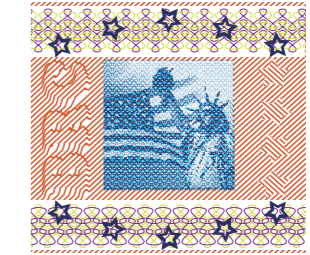
Overt Technologies



Embossed Optical Film (EOF): Unlike traditional color shifting technologies that change from one color to another, Brady's EOF label is unique in that it appears "clear" when viewed straight on and shifts to blue when viewed at a sharp angle. Secondary non-traditional color shifts, such as black to red or green to yellow, can also be built into a design if desired. In addition, an embossed pattern in the film shifts from red-gold to dark blue when tilted and provides a tactile authentication element.



Optically Variable Devices (OVDs): Viewed as a primary overt security feature for many product protection needs, Brady's OVD offering includes a variety of sophisticated holographic capabilities. By utilizing several secure OVD origination providers, Brady offers our customers the most appropriate OVD solution for a given application. Typical features include image flips and switches, depth, animation, latent images, demetallization, lens effects, contrast changes and embossed appearances.

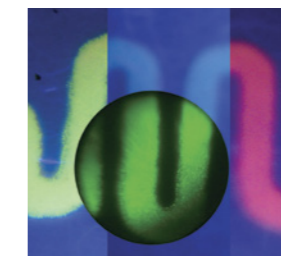


Complex Security Printing: With the use of state-of-the-art security design software, Brady can print very complex, and therefore secure, designs or elements onto almost any label substrate. Brady's powerful print design software leverages a diverse set of modules that create special raster or relief graphics using special lines, transformations or objects. It also helps to design hard-to-copy complex patterns, grids, paths or objects into any label.

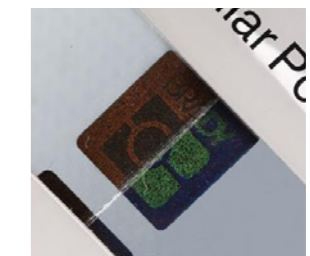
Covert Technologies



Micro & Nano Imaging: With the use of special security printing techniques and/or secure Optically Variable Device (OVD) films or foils, text or images that are too small for the unaided eye to recognize can be incorporated into a label, often without interfering with the label design. Images can be designed to be visible with a simple 8X magnification tool or if desired, small enough to require 60X magnification.



Security Taggants: Brady offers a selection of microscopic (3-5 micron) inorganic, chemically inert markers (known as taggants) that can only be identified with the use of specially engineered detectors. The taggants can be incorporated into an ink, coating, film or adhesive. As an added level of protection, unique artificial DNA signatures can be added to a taggant, offering brand owners a fully exclusive security marker.



Light Polarization: Brady labels printed with light polarization security inks can easily be authenticated with the use of a credit-card-size polarizing filter that reflect the ink's unique features into a prompt and obvious brilliance. The inks can be printed into an assortment of designs and polarization effects.

Digital Authentication, Tracking & Analytics

As an integrator of technologies, Brady supports a variety of digital tracking, authentication and consumer engagement services. These customizable services are available from Brady as part of an integrated printed label solution, or as a stand-alone service if the Brand Owner prefers to print within a factory and/or with current supply chain printer partners. Benefits of these solutions include:



Consumer Engagement: Consumers can verify product authenticity. Brand Owners can interact with consumers in real-time. A consumer scans a product's unique serialized QR code and the Brand Owner can provide valuable and relevant information back to the consumer.



Brand Protection / Anti-Counterfeiting: Brand Owners can prevent brand-damaging events and lost revenue by ensuring product authenticity. Consumers, field investigators and agents can verify product by using any smartphone QR code reader. Real-time product recalls and automatic notifications can be issued when a product from a suspect batch is scanned. An additional level of security is available with a Copy Protection (CP) option that can be incorporated into the QR code image.



Track & Trace / Fraud Prevention: With Brady's Track & Trace services, each product is individually serialized, enabling extended views of the supply chain with each product tag/label linked to the entire purchase. By integrating our solutions with POS data, Brand Owners can identify and prevent fraudulent returns, flagging products that were never purchased as suspect transactions.



Analytics: Since every authentication attempt is captured, large data sets are generated, allowing brand owners to gain new insights by augmenting authentication data with data analytics to identify product diversions, counterfeiters, fake online offerings and consumer sentiment, or even to unlock new markets.



Product Diversion / Gray Market: Brady's solution stores collected data throughout the closed and open supply chain to provide additional visibility to the brand owner. The Track & Trace capabilities can be used to find rogue and/or illicit distributors and retailers, in addition to the legitimate supply chain source of diverted authentic products.



Warranty and Loyalty: Brand Owners can ensure consumers maintain proper warranty coverage by linking authentic serialized replacement parts with their warranty record. Our services can also integrate with a Brand Owners customer loyalty program, helping to link purchases in real-time and increase customer satisfaction levels.



Real-Time Marketing: Geography and other demographics are captured automatically when the consumer scans a coded product. Our services can integrate with other applications to allow brands to market 1-to-1 with the consumer in real-time and offer coupons, up-selling/cross-selling, product information, installation videos, loyalty programs, warranty registrations and more.

Systems Integration Services

As today's products rapidly become smarter and more interconnected, Brady customers are seeing the value of integrated solutions more than ever before. Our highly-qualified System Integration Engineering Support Team is available to help integrate your unique labeling and tracking needs. Brady provides custom application solutions based around the Brady Workstation Data Automation label printing software.



Our system integration products and services include:

- Integration with digital authentication service providers
- Integration with brand owner ERP systems
- Template (pre-formatted label files) creation service
- Print file format conversion service
- Custom front-end user interface programming
- Scan-to-print integration assistance
- Fixed and handheld scanners, label design software and bench-top printing systems
- On-site setup, training and process consulting
- Free post-sale tech support for Brady hardware, software or integration solutions

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