

protecting
your brand
from fraud

Genuine Part
Part Number: ZEB123
Serial Number: 20034567
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Order Number: 20034567
Genuine Part

Zebra® Brand-Protection Solutions



Counterfeiting and piracy of branded products cost brand owners worldwide more than \$720 billion a year. Zebra's brand-protection solutions can protect your brand's image and value by preventing counterfeiting, illegal diversion, and other forms of fraud as your product moves throughout your supply chain.

Protect Your Brand From Fraud

Anti-Counterfeiting Materials Meet Bar Coding Benefits

Zebra provides the first authentication solution to combine covert, machine-readable materials and readers with the identification, tracking, and inventory control benefits of on-demand, variable-information bar code printing. Because Zebra's brand-protection printing media integrate seamlessly with your existing Zebra thermal printers, you can easily, cost-effectively, and discreetly add protection without changing your current processes, alerting operators, or consuming additional product space.

Secure Chain of Custody

From the moment you order brand-protection specialty supplies from Zebra, to the moment your product reaches your end customers, you can know that Zebra has done everything possible to secure your brand-protection solution and your brand.

Integrated with the label material, invisible ultraviolet taggants allow quick visual verification with a handheld black light. For added security, they can be formulated to create a unique identifying code, which can be read, decoded, and authenticated with a handheld authenticator camera.

Non-removable, tamper-evident magnetic threads, embedded in the label, provide a visible deterrent to counterfeiting. Machine-readable encrypted identification data offers an additional means of authentication.

A clear thermal transfer printer ribbon provides covert information, readable only under ultraviolet light, for asset tracking and authentication. Combining the clear print with a clear label protects the appearance of the item to which it is applied.

Paper or synthetic labels can be pre-printed with varnishes, inks, or adhesives containing invisible taggants, providing a flexible way to add covert security. A handheld laser reader is used for authentication.



Product counterfeiting and the resulting economic damages are rising sharply!

>> Worldwide, counterfeiting and piracy are costing brand owners more than \$720 billion a year.

>> The Counterfeit Intelligence Bureau calculates that "designer" fakes have cost the industry over 100,000 jobs in recent years.

>> The Bureau of Customs and Border Protection saw seizures of counterfeit and pirated goods double between 2000 and 2002, to more than \$98 million.

>> Counterfeit trademarked goods account for eight percent of all world trade, according to the International Chamber of Commerce.

>> More than 25% of the software sold in the U.S. is pirated, according to the Counterfeit Intelligence Bureau. In Europe, it's 36%.

Zebra can embed an array of invisible, machine-readable brand-protection features in the labels, ribbons, receipts, tickets, tags, or RFID smart labels your Zebra printers use every day. Zebra's brand-protection solutions specialists can help you choose the best form and level of protection for your business. This might involve combining, or "layering," several authentication technologies to optimize protection at every stage of your supply chain.

Maintain Your Brand's Integrity and Equity

Pharmaceutical Industry

The World Health Organization estimates that five percent of medicines are fake. Zebra® brand-protection solutions on products, packages, and shipping containers ensure your product's effectiveness and safety as it moves through the supply chain to consumers. For example, verifying authenticity through brand-protection solutions could have prevented counterfeit packages of the cancer drug Procrit, which was 20 times weaker than the original, from reaching pharmacies in 2002.

Retail Industry

Fraud costs U.S. retailers \$2 billion annually, according to the National Retail Federation. In 2002, police in Manhattan seized \$125 million worth of counterfeit CDs, DVDs, and name-brand watches and apparel that would have been a major threat to both retailer and manufacturer profitability. Brand protection on products and shipping boxes assures retailers, consumers, and you—the brand owner—that in-store goods are genuine.

Electronics Industry

Counterfeit consumer electronics constituted five percent of seizures by the Bureau of Customs and Border Protection of the U.S. Department of Homeland Security in 2002, and computer hardware accounted for seven percent in 2001. The bar code label you currently use to display regulatory markings and to identify and track your products can be combined easily with Zebra's brand-protection solutions to ensure brand authenticity from production to end-user. Take advantage of brand protection, for instance, to confirm quickly that items returned for replacement or money back refunds are genuine and covered by your warranty.

Automotive and Aerospace

Up to 10 percent of replacement parts labeled as Original Equipment are actually counterfeit. The potential for liability from parts failure makes this a critical business issue for both OEM manufacturers and service providers. Apply brand-protection shipping and parts labels to make sure your components are not diverted, stolen, or replaced with sub-par fakes that could damage your reputation and jeopardize passenger safety. A faulty clutch made of counterfeit parts, for example, was reportedly the cause of a 1987 helicopter crash that killed a traffic reporter. Zebra solutions are SPEC 2000 and AIAG compliant, too!

Pharmaceutical Industry



Automotive and Aerospace



Retail Industry



Electronics Industry



The Right Solution for
Your Business

Zebra is continually developing innovative solutions to protect your company against pirating. To contact a Zebra brand-protection solutions specialist who can help you determine the best solutions to protect your business, or to request your free copy of the brand-protection white paper, "Brand Protection in the Supply Chain: Protecting Products and Profits with Secure Media Solutions," call 1.800.423.0442.

Remember, your reputation—and your profitability—are at stake.



Zebra's brand-protection solutions are available for every Zebra® thermal, on-demand printer. Drawing from the industry's widest range of thermal printers, you can add brand-protection benefits seamlessly to on-demand printing applications in every corner of your facility!

**Questions to Ask
Yourself About
Brand Protection**

How much repeat business will you lose from customers who receive an inferior product with your brand name on it?

What is the value of a typical pallet of your goods—and how much profit will be lost if that pallet is pirated?

How much do you stand to lose if eight percent of your business goes to counterfeiters?

How many employees can you afford to lose by not eliminating piracy and counterfeiting of your parts or products?



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