



TRACELESS® IMPRESSIONS

Protect Your Products Against Diversion

The Grey Market Challenge

Grey market product diversion is a serious problem facing brand owners large and small. It involves the unauthorized movement of product through the supply chain and can result in significant business disruptions.

One of the most effective countermeasures to grey market diversion is the use of an invisible coding scheme that cannot be easily detected or removed. Smartrac's TRACELESS Anti-Diversion System can enable such a coding scheme.

Security in the Palm of Your Hand

For brand owners with manual production, packaging, or picking operations, Smartrac offers TRACELESS IMPRESSIONS and TRACELESS TO-GO to provide reliable, invisible security for your brand.

These two members of the TRACELESS Anti-Diversion System family of solutions use an invisible security ink technology that cannot be detected under visible or ultra-violet illumination.

These products offer simple, high-security writing and hand-stamping options that can be easily incorporated into existing manual manufacturing and packaging processes. Real-time viewing of the invisible marks can be done using our proprietary readers. They allow you to securely examine your marks at any point in the process – in the warehouse, distribution center or retail setting.

Key Benefits

- ▶ Cost effective way to protect your products
- ▶ Fast and easy to implement
- ▶ TRACELESS IMPRESSIONS is available in two types of kits: Starter Kit and Replenisher Kit
- ▶ The ink is solvent-based
- ▶ The Starter Kit comes with the stamp, 5 dry stamp pads, ink, and pipettes to fill the ink pads

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TRACELESS IMPRESSIONS is a stamping system that combines our security ink with customized stamps to deliver a unique, user-friendly imprint. The kit includes a self-inking stamp of your choice, security ink, and ink pads. Customized stamp options include a static image (e.g. your brand's logo and name) or variable

data (i.e. numbers and symbols for serialization and inspection codes). Our highly skilled team can help your brand decide which option will serve you best.

Flexible Application Techniques

The flexibility of TRACELESS IMPRESSIONS allows you many options for protecting your brand:

- ▶ Apply serialized codes to enable tracking through the supply chain and identify sources of diversion.
- ▶ Apply a mark to enable differentiation between authentic and counterfeit products.
- ▶ Apply a mark to business property to identify stolen items and proof of ownership.
- ▶ Apply a mark in a retail setting at the point-of-sale to help identify fraudulent returns.
- ▶ Apply a mark within a production environment to invisibly mark items as they progress through the manufacturing process.

Give It A Try

TRACELESS IMPRESSIONS is a robust solution that can help you secure your products and your brand. Global brands in the health & beauty, wine & spirits, and luxury apparel & accessories industries are already protecting their products and their customers with this technology.

Why not give it a try?

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