Authentication to protect your company, your brand—and your customers

What if you could protect your reputation with covert authentication? Ideally, this solution would have no impact on your production process, product design, or any of the characteristics of the host materials—and would easily integrate into your packaging, labels, documents, and even fabrics, plastics, and metals. That’s just what the versatile, Kodak Traceless System provides. It is a forensically invisible solution with virtually infallible product authentication that supports multiple levels of security to protect against fraud and counterfeiting.

Easily integrated into inks, toners, paper pulp, plastics, powders, pigments, liquids and textiles.

A two-part security system

The Kodak Traceless System includes proprietary markers detectable only by handheld Kodak Traceless Readers.

- **Kodak** Readers are precision built for reliability, durability and accuracy under harsh or extreme conditions.

- Multiple levels of security are possible with the same marker and reader:
  - Basic pass/fail authentication
  - **Kodak** Reader capture of a particle image
  - Additional proprietary levels of security (confidential disclosure only)
• Built-in safeguards prevent reverse engineering.
• Ideal for fast, easy, non-destructive testing in the field or in the factory.
• Custom solutions are tailored to individual customer needs.
• Ultra-low marking levels make the Traceless System cost-effective.

**Strong defense against a global problem**
In the worldwide market, counterfeiting is estimated to account for $700 billion in sales, or 8 to 10 percent of all global trade, according to the International Chamber of Commerce. In addition to the economic impact, counterfeit products such as drugs, automobile and aircraft parts, and electronic components pose great risk to consumer health and safety. And, unsuspecting customers associate poor quality of counterfeits with legitimate products.

Manufacturers clearly need better, stronger measures to protect their companies, brands, and customers against counterfeiting and product diversion. That’s just what the Kodak Traceless System delivers.

**Market-proven covert protection**
Counterfeiters can’t copy what they can’t find—and the Kodak Traceless System delivers a truly covert solution. From securing your packaging today to protecting your company on every item in the future, the Kodak Traceless System for anticounterfeiting is ready to meet your brand protection needs.

The Kodak Traceless System is already providing protection for customers in a wide variety of printing and packaging applications, including:
• Pharmaceuticals
• Cosmetics
• Premium wines and spirits
• Fashion apparel and accessories
• Secure documents and IDs
And its use is rapidly expanding into other industries and applications.

**Built on a continuing legacy of innovation**
The Kodak Traceless System is backed by all the resources of one of the world’s most respected brands, one built on a century of leadership in materials science, imaging science, and easy-to-use, sophisticated technology; a powerful R&D capability with a vast library of intellectual property; and a worldwide service and support organization.

For more information about the Kodak Traceless System for anticounterfeiting, or to learn how Kodak can develop a solution to your specific requirements, contact Kodak at traceless@kodak.com.