

Kodak

Traceless System



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)

Kodak Traceless System

- 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.

To learn more about solutions from Kodak:

Visit graphics.kodak.com/go/traceless or in North America, call +1-866-563-2533.

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