

# Kodak

## Traceless AD

System for AntiDiversions



### Covert product serialization with drop-in simplicity

It just got easier to protect your company, your brand and your customers. Now, with the ease of changing the ink on your end-of-line inkjet printer, you can add truly invisible serialization to your product, label and packaging—anything you currently serialize with solvent-based Continuous Ink Jet ink can be serialized invisibly using Kodak's clear security ink.

Create truly-invisible, long-lasting covert marks—anything from alpha-numeric codes to barcodes and data-matrix codes, with clear security ink from Kodak. Then use one of the **Kodak Traceless** Viewers, Readers, or Scanners to visualize the invisible code or mark.

Diversers and counterfeiters cannot hack the **Traceless** AD System for Antidiversions. It is not visible under any kind of UV or visible illumination, and they cannot remove what they cannot see.

### The KODAK TRACELESS AD System is a Brand Protection Solution that grows with your needs

The **Kodak Traceless** AD System can be adapted to your existing applications and can grow with your brand protection needs. Today you may only need a covert authentication mark that can be easily and securely dropped into your packaging line. Use Kodak's clear security ink, formulated for your CIJ printer, to add an invisible mark in the security of your own production facility. A simple mark or alphanumeric code can be authenticated with the **Traceless** AD System. Or use the **Traceless** AD System security scanner to detect and decode invisible barcodes and data-matrix codes.

Today, the invisible **Traceless** AD System mark could be a simple product serial number or batch level code. Tomorrow, it could be an invisible version of a visible antidiversions code already on the product. By pairing a visible and an invisible code on the same product item, you achieve a high security antidiversions system that is easy to implement with your existing serialization and tracking database.

## Turnkey or Modular Deployment

No matter where you are starting from, Kodak can provide a **Traceless** authentication or antidiversiion solution that is right for you, right now. Kodak's Brand Protection experts can take you through the implementation of a complete track and trace solution, based on visible codes, invisible codes, or both, from the ground up. Ask about our solutions, including web-based tracking and authentication. Or the **Traceless** AD System security inks and readers that can be added onto your existing serialization system.

The **Kodak Traceless** System is backed by 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; and a worldwide service and support organization.

For more information about the **Kodak Traceless** System, or to learn how Kodak can develop a brand protection solution for you, contact Kodak at [traceless@kodak.com](mailto:traceless@kodak.com).



## PROTECT AGAINST GRAY MARKET PRODUCT DIVERSION



### Continuous Inkjet

Use ink jet printing system to add Kodak AD invisible serialization



### Manage

Manage and scan product as it flows through distribution channels



### Scan

Read codes to check for authenticity and intended distribution path

**To learn more about solutions from Kodak:**  
Visit [www.kodak.com](http://www.kodak.com) or in North America, call +1-866-563-2533.

Printed using **Kodak** Technologies.

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U.S.S.187.0514.en02 (K-187)

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