

# Kodak Traceless Systems



## Act against a global problem

In today's global marketplace, companies are in a continuous and never ending battle to protect their brands from counterfeiters who seek to capitalize on successful reputations. According to the International Chamber of Commerce, worldwide counterfeit products account for more than \$900 billion in annual lost sales. Add in lost tax revenue and job loss, and it becomes a global problem impeding innovation, international trade, government regulations, and business growth.

In addition to the financial effects, counterfeiters impact consumer safety within various industries like pharmaceuticals, food and beverage, textiles and clothing, automobile and aircraft parts, and electronic components. Moreover, unsuspecting customers may associate poor quality of counterfeit knockoffs with genuine products, furthering brand erosion.

And it's not just counterfeiting that today's companies must worry about. Billions of dollars are lost every year to black market, gray market, product tampering, and patent and trademark infringement. To defend against these, companies must develop proactive solutions to protect their brand, products, and customers. That's just what the versatile **Kodak Traceless** Systems deliver.

The **Kodak Traceless** Systems include:

- **Traceless** Anywhere System for Anticounterfeiting—when large numbers of ultra-compact readers are needed in the field
- **Traceless** Ultracover System—an authentication marker for ultra-high security anti-counterfeiting
- **Traceless** AD System for Antidiversion—a Traceless security ink used with standard continuous inkjet equipment for variable print applications and mass serialization

## Kodak Traceless Anywhere System

The **Kodak Traceless** Anywhere System combines robust, proprietary marker material with a discreet, handheld, field deployable reader, enabling the detection of illegally marketed products and merchandise. The **Traceless** Anywhere System is easily implemented into existing manufacturing or printing processes. The proprietary marker material can be used on a wide range of materials including plastics, foils, corrugated and flexible packaging, labels and documents. The system's pocket reader enables brand owners to deploy a discrete field authentication strategy. The battery-operated reader indicates the presence of different types of marker formulations. Customized programming, for specific tracking

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purposes, allows you to regionalize and localize your brand protection strategy.

### Kodak Traceless Ultracovert System

The **Kodak Traceless** Ultracovert System, designed for ultra-high security anti-counterfeiting, is an authentication marker provided in a brand owner's ink or varnish. Used by a number of pharmaceutical manufacturers, the security varnish concentrate is added to the overcoat varnish normally used. Flexographic, offset, or other options are available. **Traceless** Ultracovert Readers are then used to inspect products in the office or the field. Ultracovert solutions are economically deployed on products and packaging, even at high volume. The marker can be used in inks, toners, coatings, paints, fabrics, fibers, plastics, foils and glass. They drop easily into an existing production process and are highly secure and hard to replicate. This system is widely used for protecting a variety of products, including pharmaceuticals, cosmetics, fashion apparel, premium wines and spirits, and secure documents.

### Kodak Traceless AD System for Antidiversion

The **Kodak Traceless** AD System is also designed to help brand owners, companies, and law enforcement agencies combat counterfeiting and product diversion. As easily as changing the ink on an end-of-line continuous inkjet printer, you can add invisible serialization to a package, label, or product—detectable only by handheld **Kodak** Readers. Formulated for your continuous inkjet printer, product tracking and authentication marks can be added in your own production facility, using Kodak's proprietary clear security ink. Just add product tracking and authentication marks in your own production facility, using our proprietary clear security ink. Add a second print station in-line or integrate it into your existing packaging line without making a design

#### To learn more about solutions from Kodak:

Visit [www.kodak.com/go/brandprotection](http://www.kodak.com/go/brandprotection) or in North America, call +1-866-563-2533 or email us at [Traceless@kodak.com](mailto:Traceless@kodak.com)

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U.KSB.151.0212.en.01 (K-151)



*Ultra low levels of our covert solution are easily integrated into all standard printing technologies.*

change to your packaging ... it's that easy. Then use a **Kodak Traceless** AD Viewer to see the invisible code, mark, or image. Diverters and counterfeiters will be defeated because they cannot replicate or remove what they cannot see!

The invisible mark may be a simple authentication code or random serial number. Or it could be an invisible anti-diversion code for use with a track & trace system. By pairing visible and invisible codes on the same product, you can gain additional security that is easy to implement with an existing serialization and tracking database. Kodak can also help integrate this technology into your current tracking system.

### Protect your brand

The **Kodak Traceless** Systems are 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 sophisticated technology, a powerful R&D capability, and a worldwide service and support organization. Let us create a system to protect your business against counterfeiting and product diversion, allowing you to put your focus where it belongs—on optimizing your business.

**Kodak**