KeySecure Online Authentication and Tracing System

Guenther Galfe
Schreiner ProSecure

Objectives of a Brand Protection Programme

Is this product genuine?
Objectives of a Brand Protection Programme

Has this product been opened?

Objectives of a Brand Protection Programme

Where does this product come from?
Logistics Seal – „Best Practice” in Brand Protection

- Effective anti-counterfeiting protection needs:
  - flexible combination of overt, covert and forensic security features
  - extremely high technical hurdles for counterfeiters
  - individual adaptation of marking requirements
  - efficient integration into logistics labels / name plates etc.
KeySecure Tracing System

The objective
Authentication & clear identification of product identity, provenance or other properties = Tracing

The solution
Each product gets an individual code and thereby becomes unique:
15 digit alphanumeric code, e.g. 5hy64 qel5w 1k4tf

Logistics Seal – „Best Practice“ in Brand Protection

- Example: KeySecure Code on Logistics seal

71y4w yam86 24x9c
check at www.schreiner-keysecure.com
KeySecure Tracing-System: Functionality

- code contains a highly encrypted reference to provenance, property, article number or destination… (to be defined by brand owner)
- each user (inspector, customer etc.) can authenticate a product on the Internet using: PC, mobile phone, PDA etc.
- webpage provides an alert message, should the code be invalid or queried more often than specified
- logfile-analyses enable early warning – system and allow regional analyses of queries
- platform allows further customer relationship programs

KeySecure: simple to install!

The Code…
- can be applied to product, primary or secondary packaging via security label
- can be represented in readable text, barcode/ datamatrix code or RFID-tag

The authentication website…
- fits seamlessly into your brand-internet platform
- integrates simply as a „plug-and-play“ system
- processed by a highly secure server infrastructure
Your Partner in Product and Brand Protection

- Schreiner ProSecure solutions in product and brand protection are customized to meet your needs:
  - Counterfeits / copies / grey market / overrun production / manipulation
  - Loss of turnover / product liability risk / devaluation of brand-image
- Schreiner ProSecure solutions offer added value with regard to process integration and optional upgrades/extensions.
- Schreiner Group knows your industry and is experienced in worldwide logistics.
- We will offer you a cost-effective solution to protect your profits.

Schreiner Group: Specialists Working Together

Detailed questions? Your direct contact:

Guenther Galfe
President Schreiner ProSecure

Telefon +49 89 31584-5428
Fax +49 89 31584-5317
galfe@schreiner-prosecure.com
www.schreiner-prosecure.com

Schreiner Group GmbH & Co. KG
Bruckmannring 22
85764 Oberschleissheim, Germany
Telefon +49 89 31584-5428
Fax +49 89 31584-5317