

SMARK

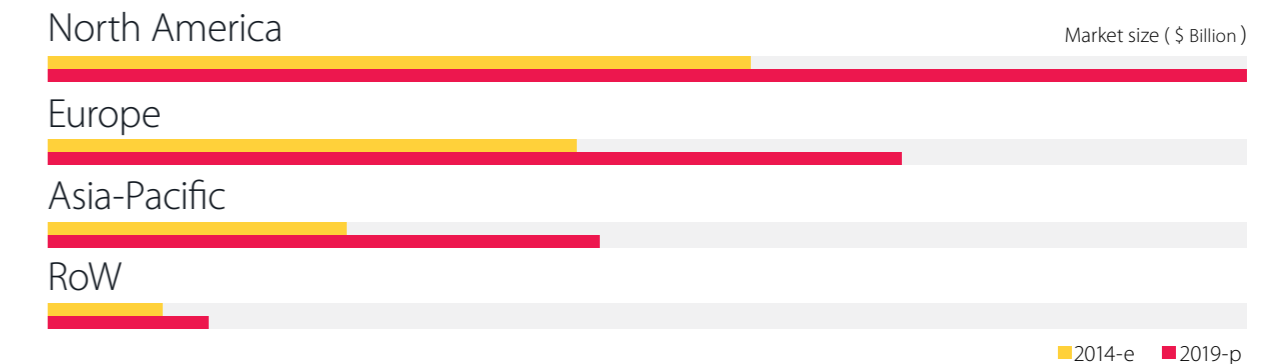
SMARK BROCHURE

SMARK



Counterfeiting affects

Anti-Counterfeiting Packaging Market worth \$128.6 Billion by 2019*



ICC¹ expects the value of counterfeit goods to exceed \$1.7 trillion by 2015. It is over 2% of the world's total current economic output².

Quality issues

Imitation goods are tempting as they cost less than genuine products. But, they are of worse quality and may be unreliable or dangerous. In addition, these counterfeit goods do not include after sales service or warranties.

Material and Reputation loss

Governments lose on unpaid tax and incur large costs in enforcing intellectual property rights. However it's the brand owners who experience the greatest loss (direct loss of sales, loss of goodwill, irreparable damage to corporate brand/reputation, costs of protecting and enforcing their intellectual property rights, loss of costumer trust).

Health

Counterfeit or mislabelled products that have hard fatal consequences include: Toxic cough syrup, tainted baby formula and fake teething powder have all led to the death of children over the past few years.³

Every 45 seconds a child dies of malaria, a curable disease with the proper drugs. Unfortunately 1/3 of all malaria drugs sold in Africa are fake. (Pills contain chalk or washing powder)⁴

* Source: marketsandmarkets.com

¹ International Chamber of Commerce

^{2,3} <http://money.cnn.com/2012/09/27/news/economy/counterfeit-goods/>

⁴ <http://www.fakedrugskill.org/>

Our Mission

To provide businesses with the tools and services needed to protect their brands from counterfeiting.

To empower consumers with the technology needed to make safe and informed purchasing decisions.

Solution



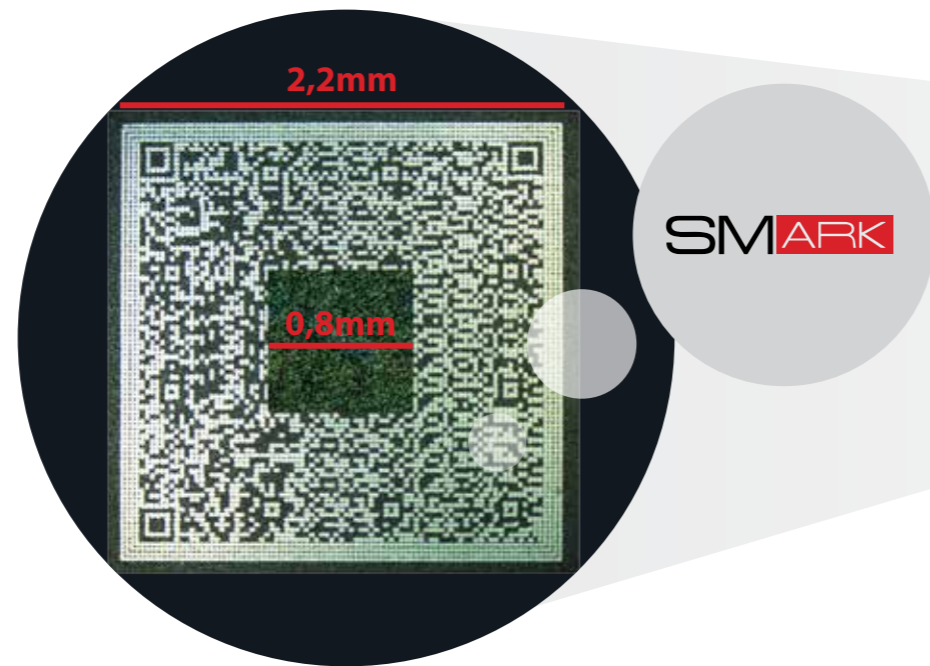
Overview



The Core Technology

A SMark Security Label consists of Nanotech Foil and Protected Data. Together, these two components authenticate a product.

The basis of our technology is the aforementioned Nanotech Foil, which guarantees security through its micrometer scale and manufacturing technology. It is impossible to reproduce any foil even with the same equipment. Our foil contains several thousand random holes in a square mm.

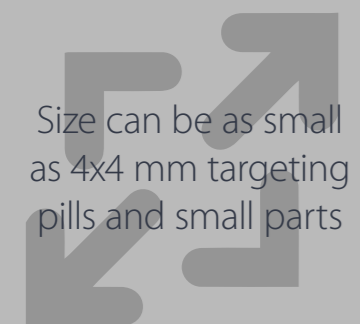


Powerful Cryptography

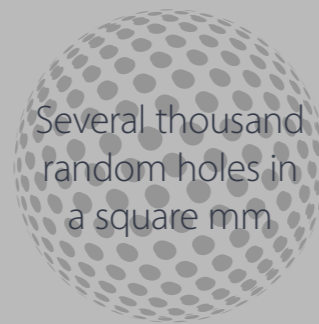
The other pillar of our guaranteed security is the manufacturer's electronic signature. SMark uses the globally trusted public key infrastructure by uniquely generated Protected Data matching each foil (in QR format). Therefore, each product carries a totally unique SMark label.

TECHNOLOGY

Technological features



Size can be as small as 4x4 mm targeting pills and small parts



Several thousand random holes in a square mm



27,5 micrometer foil thickness



22 47.90
Ti
Titanium



Security ink



Destructible /
Tamper proof
material

Advantages



Anti counterfeiting
(Strong foundation built on
physics and cryptography)



As strong as a
bank card



Instant and
accurate answer
via smart phone



Piracy safe, there is
no database



Low production
cost



Proven randomness
(Probability of match 1
in 400 000 000 000)

SMARK



Brand Protection



Track and Trace
services



Statistics and
reporting services



Enforcement services



Lost or stolen
product detection
services











Production

During production the manufacturer places the SMark Security Label on the goods containing all essential information.

Additionally the secure label contains information about:

- Origin of the Product
- Date of Production
- Serial Number
- Any other information requested by the Manufacturer

Supported Product Types

							
Service parts, oils	Bottles	Electronic products	Fashion & Beauty	Foods	Medicines	Documents	Tobacco products



SMARK



Try it
now!

Check

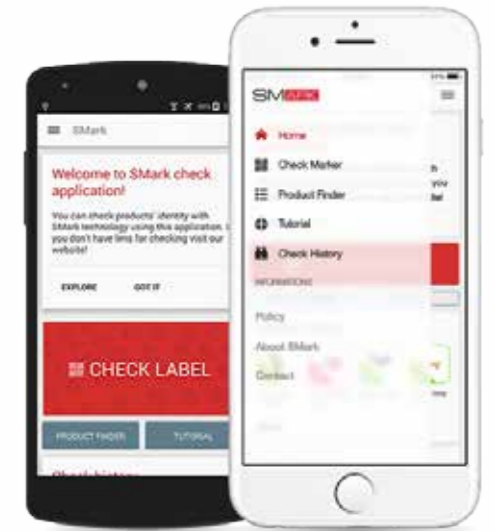
SMark has developed a user-friendly check interface.
Product verification can be achieved on multiple devices:

SMark SCOPE

A special microscope and the Mobile Application (Android and iOS) are required to check SMark labelled products with a Mobile Phone. This is the consumer level device for public use.

SMark PROFESSIONAL

Special industrial level device for professional use.





Cont@ct

SMark brand protection

If you want to protect your brand with SMark or if you want to know more about our technology, don't hesitate to get in touch with our sales department.



email
contact@smark.eu



Webpage
<http://smark.eu>



Premiere video
<https://youtu.be/fpyeAZEvaFY>