

3DAG

5 Key Steps to Implementing an Anti-counterfeiting Solution

WHO WE ARE

- Nano and Microtechnology Experts since 1989
- Produced over 70 Banknote features + worldwide anti-counterfeiting solutions
- Electroforming - UV step&repeat specialist - Origination - Blockchain

BUSINESS UNITS

- High Security - Brand Protection
- Functional Surfaces - Photonics



1. Change in Mindset

- Use and Profit from available innovative technology
- Be a “thought-leader” and a step ahead of the competition
- “Consumer-first” strategy when it comes to human health

2. Threat Analysis & Evaluation

WHERE

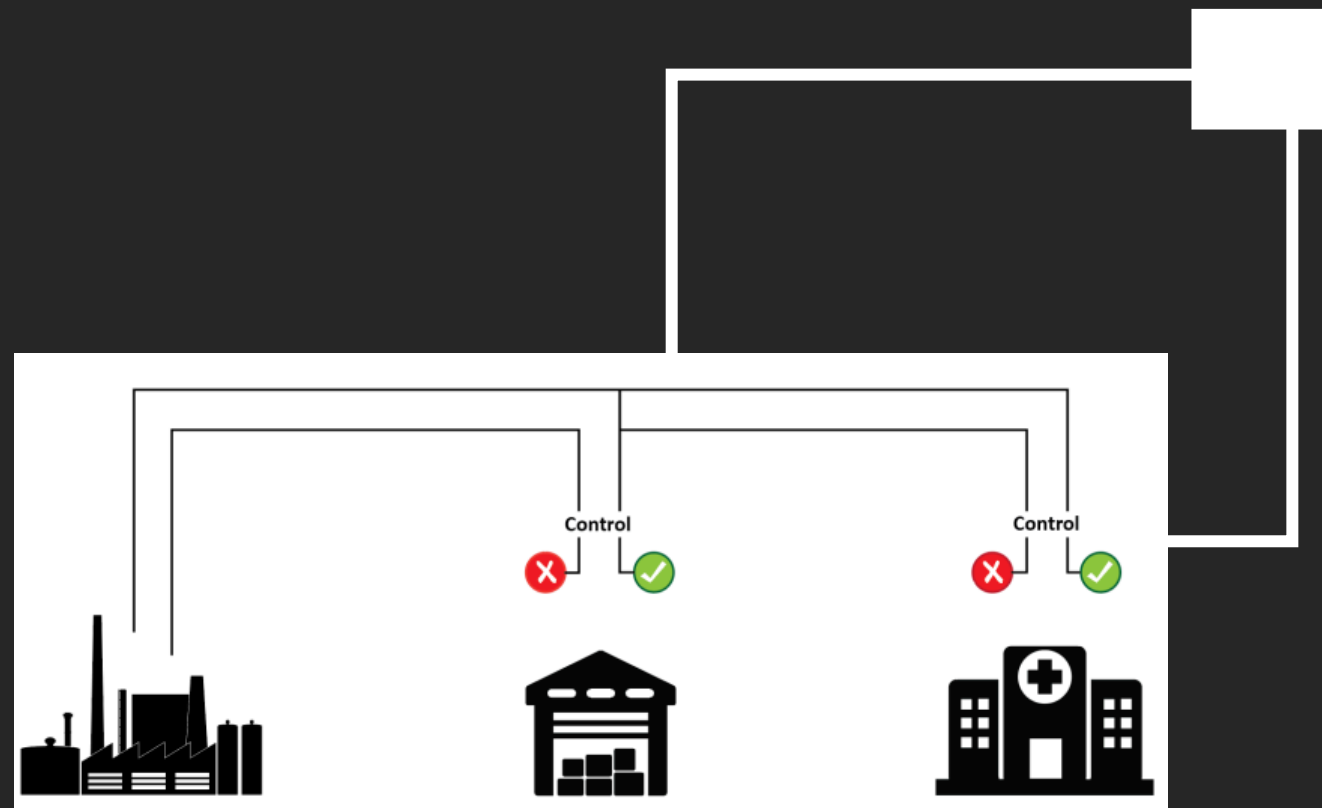
Distribution - Retail - Online

HOW

Tampering - Adulteration - Diversion - Counterfeiting

WHO

Boarder Control - Retail - Compliance - Consumer



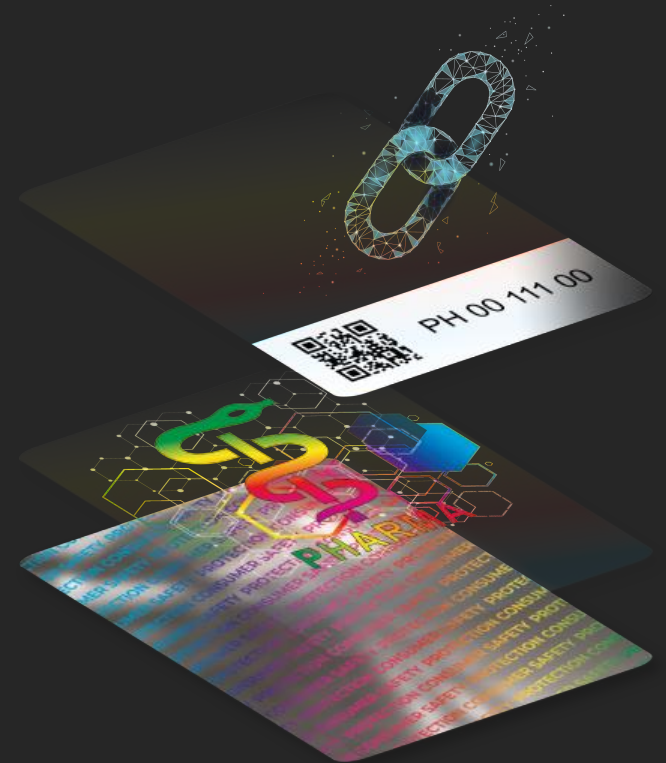
3 Authentication Element & Tool

- Environmental Conditions
- Physical Characteristics
- Compliance
- Attack Resistance

BENEFITS OF HOLOGRAMS



- Consumer recognition
- Cost effective
- The layer approach
 1. Physical & Visual
 2. Digital Solutions
 3. ++ Blockchain



4 Implementation & Integration

- Security
- Training
- Education
- Publicity

5 Effectiveness & Risk Management

- Constant evaluation & Risk analysis
- Integration and addition of features
- Evolution

