

TraceTag Alcohol Protection Solutions

Counterfeit and parallel trade

The explosive growth of counterfeit branded alcohol products and unauthorised parallel imports poses a serious threat to today's top brand owners and their brand equity. It is vital for alcohol businesses to have a long term strategic focus in the fight against brand name abuse and parallel trading.

Duty evasion

Duty evasion results in large sums of lost tax revenue due to illegal activities. Customs fiscal stamps need high levels of security as they are equivalent to banknotes in real value.



Benefits of the TraceTag System

TraceTag's multilevel solutions provide excellent protection to combat all these threats.

Easily detected features (CombiMark family) combined with ValiMark, offer a covert security system with the convenience of on-site validation. Together with CypherMark (a totally secure forensic DNA marker) these provide an unbeatable combination of security.

TraceTag Options for Marking of Bottles



- **Significantly reduces counterfeiting, tampering, parallel import, duty evasion and fraud.**
- **Increased sales of legitimate product in the correct markets.**
- **Effective deterrence effect.**
- **Enhanced brand image.**
- **Strong evidence in case of legal action.**

THE WORLD'S MOST ADVANCED SECURITY SOLUTION



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