

ORIGINAL OR FAKE



– a chain of evidence



ORIGINAL



FAKE

Major and long term
investments spent on building
a strong brand can be easily
and rapidly compromised
by counterfeiters.



AUTHORISED PRODUCT



PARALLEL IMPORT

The right product in the
wrong market.

Parallel trading seriously
undermines the brand owner's
control and contributes to dilution
of brand value.



TraceTag International

– a chain of evidence

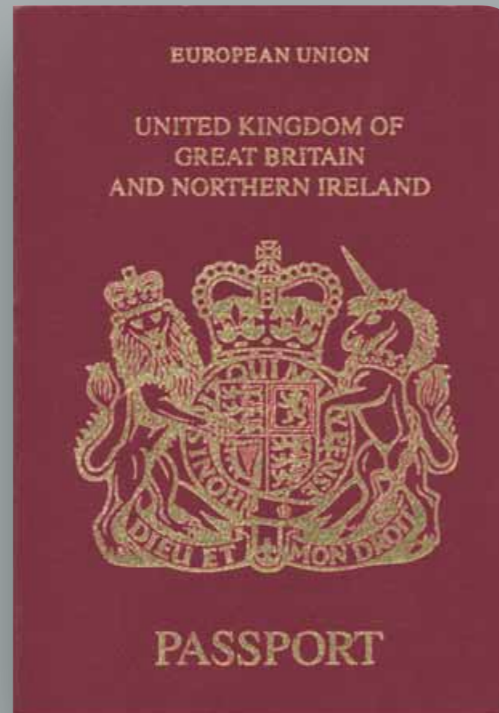


DUTY PAID



DUTY EVADED

Authorities continue to lose billions in tax revenues from illegal activities. This creates huge profits to criminals and may further support a wide range of criminal activities.



ORIGINAL OR FAKE?



ORIGINAL OR FAKE?

TraceTag - the leading provider of the most effective security marking and tracing solutions in the world to combat counterfeit, fraud, adulteration and parallel trading in order to protect customer brand equity and prevent erosion of value or revenue loss

TraceTag - the complete approach

Prior to deciding on any solution, it is crucial to analyse and understand all relevant aspects of the client's challenges and problems. Through close collaboration with our customers, and by utilizing our unique experience and competence we facilitate and carry through such processes.

TraceTag provides a range of tailor made solutions to suit the individual customers' requirements in a cost effective manner.

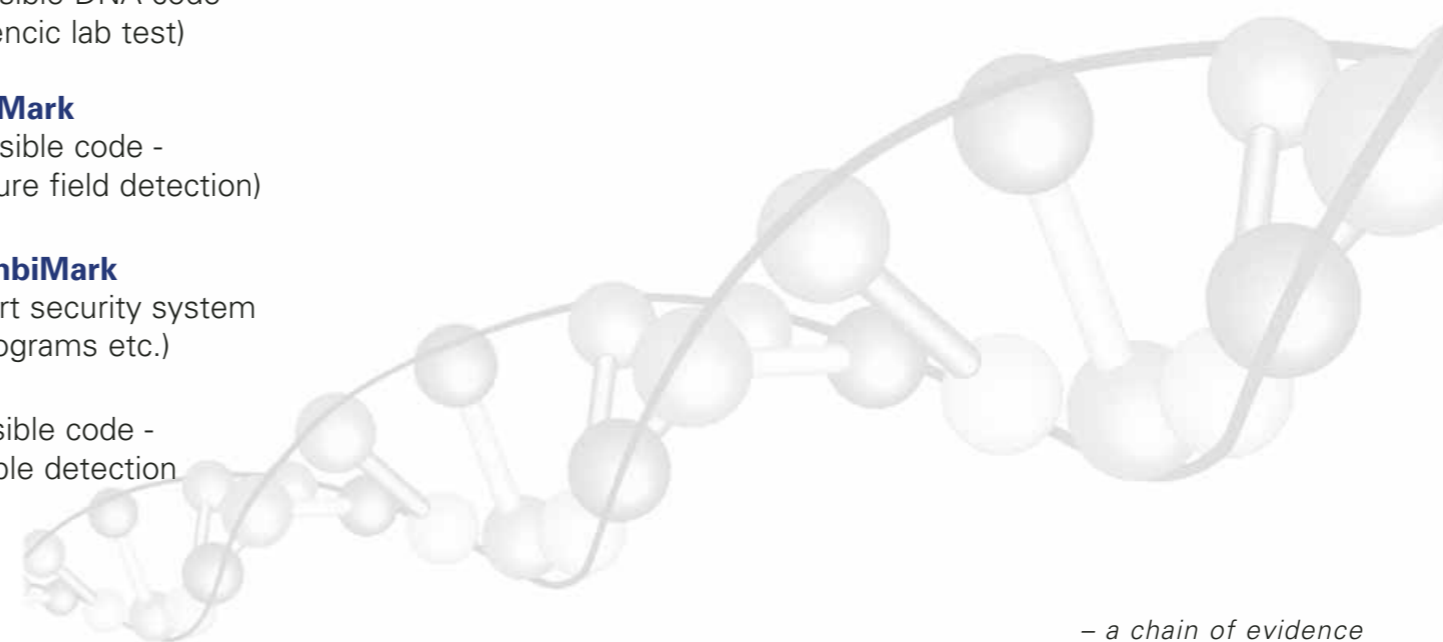
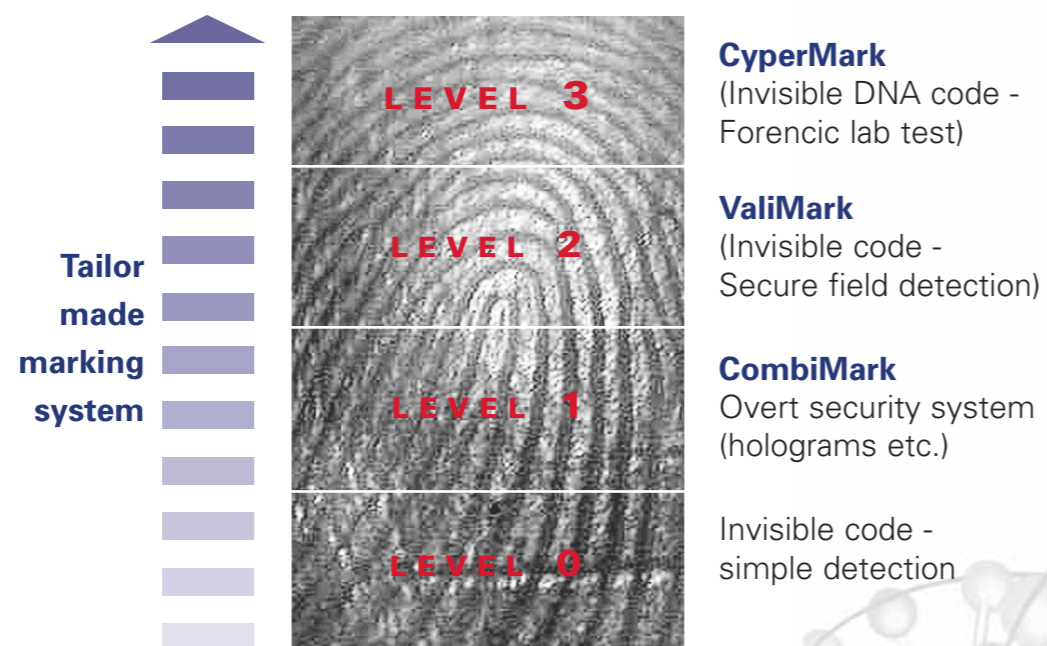
These solutions range from overt systems such as secure holograms (CombiMark), through covert optically or chemically based systems capable of detection in the field (ValiMark), to totally secure forensic systems based on patented DNA technology (CypherMark).

A chain is only as strong as its weakest link. TraceTag works closely with its customers to identify vulnerabilities through their entire value chain.

TraceTag's solutions coupled with effective client procedures and policies ensure that the system is fully utilised, effectively implemented and tailored to the customer's exact needs.

TraceTag will work with you on a complete approach from situation analysis, technology selection, through implementation, and if necessary, subsequent litigation.

TTI multi level marking and identification systems



– a chain of evidence

TraceTag is a leading provider of advanced hi-tech solutions to brand owners and others for combating counterfeiting, parallel trade and fraud.

The TraceTag group is the result of a merger of the two companies Cypher Science and ChemTAG that took place in late 2001. By this merger we have created a unique and powerful combination of advanced technologies, strong competence, global partners and major international shareholders.

TraceTag currently has three wholly owned operating companies in major international markets:

TraceTag Europe Sarl covering continental Europe

TraceTag UK Ltd. covering UK and Africa

TraceTag Americas Inc. covering North, Central and South America.

For further contact details, please visit our web site:

www.tracetag.com



TraceTag International

– a chain of evidence