

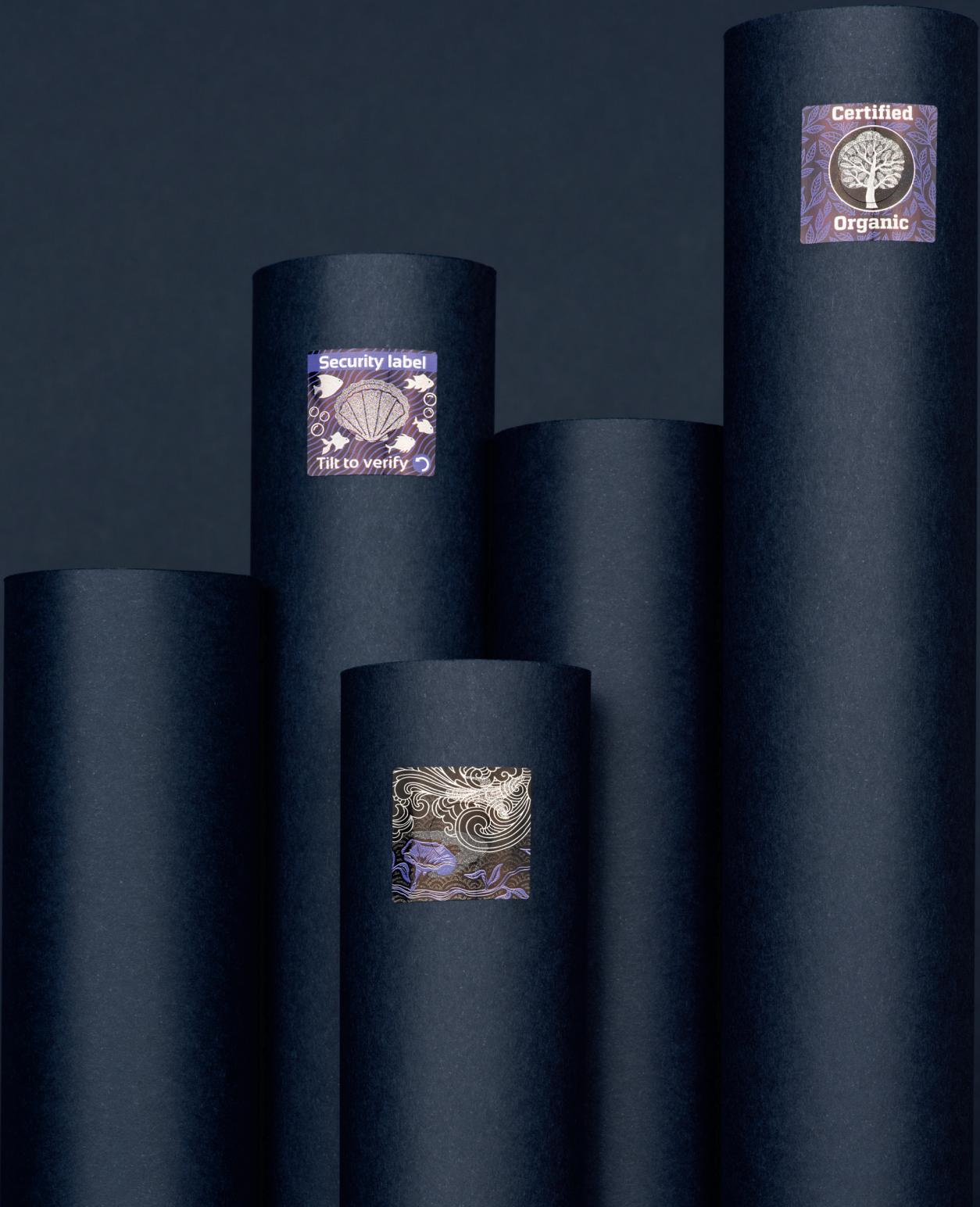
QUAZAR®

LEVERAGING YOUR
SECURITY LABEL
WITH VISUALLY
ENGAGING OVERT
TECHNOLOGY



Enabling trust





THE IMPORTANCE OF PREVENTIVE BRAND & PRODUCT PROTECTION AGAINST LOSSES AND LIABILITIES

Counterfeiting, diversion and tampering cause major risks to businesses and industries.

500 B

Estimates in USD of fakes and
counterfeit goods in 2016 *

This can lead to revenue losses, brand identity erosion, loss of consumer confidence, uncontrolled production and distribution outside authorised channels. All have a negative impact on the growth of the legitimate economy.

When these risks threaten strategic sensitive products such as automobile parts, pharmaceutical products, foods and spirits, it can result in life-threatening public safety issues.

Because counterfeiting can be a serious hazard to consumer health; harming a company's research and development (R&D), profits, brand image and reputation; it is of crucial importance to adopt a preventive protection strategy. The security approach must address the diverse needs of different product lines, various market segments, manufacturing volumes and the complex nature of supply chains and their unique requirements.

The investment made in security solutions can be evaluated in relation to R&D investment and the potential gains of an effective product protection approach against estimated losses and liabilities.

Choosing an optimal label solution with visually-engaging features

Overt security is the first barrier against counterfeiting. For visual authentication, users need overt features that capture attention, arouse curiosity, and enable easy and intuitive authentication. The most effective overt features are those that engage the public users and the inspectors without prior training. The design process should take into account user preferences, perceptions and understanding of verification practices.

* Source: Trends in Trade in Counterfeit
and Pirated Goods, OECD/EUIPO 2019

QUAZAR®

EXHIBITS STRONG VISUAL IMPACT FOR INSTANT AUTHENTICATION

**QUAZAR® is a technology dedicated
to highly strategic products and
is integrated in secure labels.**

This innovative overt security feature is characterised by visually-engaging effects and is easy to authenticate by tilting. Based on patented and proprietary technologies and a fully controlled supply chain, QUAZAR® is highly resilient to counterfeiting.

The security approach behind QUAZAR® technology

QUAZAR® is SICPA's newest innovative overt solution dedicated for strategic product branding and protection delivered in the form of a unique security label.

This proprietary optical technology promises outstanding visibility, a critical first step in engaging target users towards effective verification of the packaged products.

The eye-catching and sharp visual impact of QUAZAR® security labels are available in a wide spectrum of colours and can be customised into creative and aesthetic labels that correspond to the design specifications and colour precision of the most demanding prestige brands and products.

QUAZAR® security labels are ideal for businesses requiring the most exclusive secure labels, and for all brands and products that command high value and major stakes. Besides labels for product and brand protection, QUAZAR® technology can also be integrated on tax stamps to protect government excise systems.



QUAZAR® optical labels are generated by combining smart design and intellectual property protected security pigments and inks together with sophisticated proprietary printing equipment, alongside a fully monitored supply chain.



DESIGN EXPERTISE AND CREATIVITY ENHANCE THE AUTHENTICATION EXPERIENCE

Design plays a vital role in optimising the optical performance of QUAZAR® and boosting authentication efficiency.

The security labels can exhibit in a wide range of vibrant colours, creative designs, company messages and logos and other sharp optical effects to enhance interactive verification by the user.

The QUAZAR® label can be designed to feature messages that appear and disappear, motifs that turn on and off, or embedded texts that can be revealed or hidden.

QUAZAR® optical effects leverage the reflective and transparent properties of the ink revealing a silver-like reflection at one angle while the background colour image at another.

The eye-catching glossy feature of QUAZAR® labels captures the immediate attention of the viewer. The changes in optical effects at different angles further guide the viewer to discover, detect and validate the label based on the designed messages.

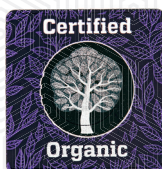
QUAZAR® labels can be achieved on various types of paper substrate as well as on PVC, PET, and BOPP. Optical effects can be observed both on transparent and opaque substrates. Smooth substrates provide the best optical performance while tamper-evident substrates are recommended when anti-tampering measures are required.

Overt security and more...

When further security checks are required by customs officials or inspectors using handheld devices or involving certified analysis by specialised laboratories, QUAZAR® optical labels can incorporate additional security properties such as machine-readable SICPAGUARD®, UV fluorescence, SICPA OASIS® and forensic markers. The production of these combined security features must be tested prior to validation. SICPA's design and integration service team supports clients to ensure the optimal integration of multi-level security features.



QUAZAR® labels use attractive colours and creative design effects to capture attention and to reinforce authentication effectiveness.



Tilt the page to reveal the design effects.



QUAZAR®

THE ULTIMATE SECURITY LABEL SOLUTION

QUAZAR® commands a unique position in the security labels market – it is a complete security concept with a combination of security components.

The combination of security components:

- Security pigments and specially formulated inks based on intellectual property protected technologies
- Specialised label printing equipment with dedicated printing configuration to ensure optimal visual effects
- Design and integration expertise to support optimal colour, logo and message within the most compact label format; smart designs with connectivity are possible options
- Accredited QUAZAR® security printers work under a special agreement with SICPA and have experience of audits and regulations, particularly the pharmaceutical industry
- Fully monitored supply chain from optical material and equipment to printing and distribution
- Compatibility with a wide range of substrates
- Can be used in combination with additional features for multiple levels of security such as machine readability and forensic markers

Backed by decades of experience

Behind the full range of security measures and services is the commitment of SICPA and its proven track record in the protection of currency, identity and excise revenues through continuous technological innovation.

The production and the integration of SICPA anti-counterfeiting technologies comes with a comprehensive package of dedicated services.

A comprehensive approach towards enabling trust

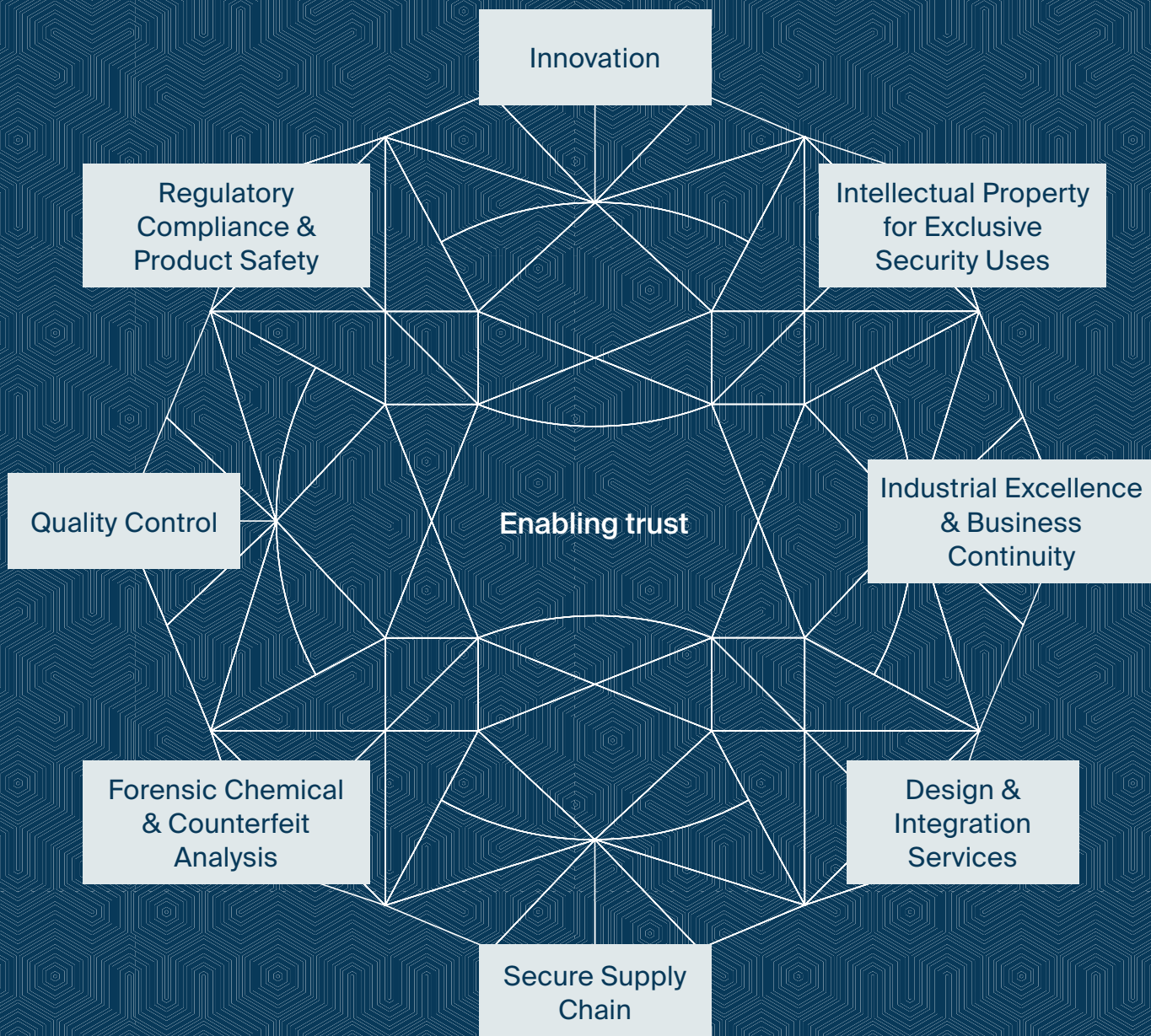
SICPA supports governments, central banks, security printers and brand owners worldwide to build trust. We protect industries, businesses and tax administrations around the world by enabling efficient detection of counterfeit, tampered and diverted products.

SICPA helps support the legitimate economy by empowering governments and the private sector in document and product authentication. Our decades of experience and lessons learned help ensure our customers stay one step ahead in the fight against counterfeiting. SICPA's pioneering spirit and quest for innovation allow customers to tap into state-of-the art expertise and the latest thinking in security technology, enabling the development of long-term partnerships that are embedded in trust.



Scan for more information

www.brandprotection.sicpa.com





QUAZAR® ATTRIBUTES FOR ALL STAKEHOLDERS IN THE SUPPLY CHAIN

Strong visual impact

Easy to authenticate

Robust resistance against
counterfeiting

Proprietary technologies with
intellectual property protection

Fully controlled supply chain from
materials to label printing equipment

Dedicated design and integration
services

Fully customisable label creation

Flexibility to integrate company logos
and brand design specifications

Versatility on a wide range of
substrates and applications

Proven success with brand-specific
and industry-specific applications





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