

## Impact of Counterfeiting

The International Center for Alcohol Policies says that 30% of the alcohol consumed in the world is unregistered (counterfeit). According to David Bolt, head of the International Federation of Spirits Producers, spirits companies lose more than \$1B a year from counterfeit alcohol and that states face heavy losses in tax revenue.

*“The biggest risk is in emerging markets, where you’ve got criminal counterfeiters who are collecting empty bottles of spirits and in some instances filling them with industrial alcohol or alcohol that wasn’t intended for human consumption and reselling them in shops and other retail outlets”*

## Macallan Whisky picks Izon<sup>®</sup> Technology as part of a comprehensive anti-counterfeit solution

The Edrington Group, makers of world renowned The Macallan Highland Single Malt Scotch Whisky, faced a challenge when re-filled used bottles, intact with labels, began appearing on shelves under their brand name. This posed a serious consumer safety, as well as a global brand issue.

For a solution, they turned to Authentication Solutions for the key overt component of a comprehensive solution.

This solution, Izon<sup>®</sup> Technology, included a tamper evident, 3D holographic security label that sealed the capsule to the bottle. In addition, our solution provided extra security to fight cross border trading, a challenge facing the Edrington Group and other wine and spirit manufacturers.



## Izon® security label protects Macallan against counterfeiting

“Since our adoption of Izon® 3D Hologram technology in 2010, in combination with other measures, we have identified no significant instances of counterfeit or refilling of Macallan Whisky. It would seem that the De La Rue label has severely interfered with the counterfeiter's activity, possibly causing them to move on to other brands, or not doing it at all.

“The Izon® label also helps our customers readily identify that the Macallan Brand they are buying is authentic. We applied the label to the glass and the cap, so if it was removed and the bottle re-filled, the Izon® label would be destroyed. Consumers can clearly see if the label is tampered with and that helps customer loyalty and trust in our brand”

Mike Rose, Director of Technical Services at The Edrington Group.



De La Rue Izon® anti-counterfeit technology enables fast, overt product authentication through the use of unique 3D holograms, custom designed for simple and intuitive visual verification. This proprietary design allows customers to see around all four sides of the 3D object and verify authenticity immediately. The solutions for Macallan Scotch are just a fraction of the brand protection we can provide to the wine and spirit industry.

Please contact us for more information on Izon®, the most secure overt technology, and Traceology™ eVerification systems. We would be happy to customize an individual solution for you.



## Authentication Solutions

If you would like to find out more, please email [authenticationsolutions@delarue.com](mailto:authenticationsolutions@delarue.com), or visit [www.delarue.com](http://www.delarue.com)

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