

## Impact of Counterfeiting

The Imaging Supplies Coalition (ISC), a group of Printer OEMs that have joined together to protect their customers by combating illegal activities in the imaging supplies industry, estimate that

*“Global counterfeiting of supplies costs the industry around \$3.5 billion (€2.7 billion) per year”*



## Brother Industries selects Izon® and Traceology® as part of a comprehensive anti-counterfeiting solution



In 2012, Brother Industries, Ltd. (Brother) engaged on a global initiative to upgrade its anti-counterfeiting efforts to protect its laser and inkjet supplies from illegal counterfeiting, as some customers experienced poor performance or product failure due to not being able to distinguish between genuine Brother consumables and counterfeit products.

Brother selected Izon® 3D security holograms in combination with the Traceology® eVerification system, and introduced this system for Brother ink and toner cartridges and drum units for its printers and all-in-ones in September of 2013\*.

“The Authentication Solutions team and Brother have collaborated closely to bring together the critical elements of a strong, global consumer protection program, including easy overt validation technology, and Traceology® eVerification to assist our customers in buying genuine Brother supplies they can rely on.

Izon® and Traceology® have proven to provide powerful support for anti-counterfeiting measures for Brother over the past several years” said Tadashi Ishiguro, Representative Director and Senior Managing Executive Officer – Brother Industries, Ltd.

Brother has successfully leveraged this authentication technology, stating that “customers gain true peace of mind from immediate, on-site authentication, while Brother gains the ability to move swiftly to address suspected cases of counterfeit sales and distribution”.

\* Izon® is not applied in the Japan market

*Since their implementation of Izon<sup>®</sup> and Traceology<sup>®</sup> in 2013, Brother Industries shares that a key advantage of using our solutions is the ability to communicate to and receive feedback directly from the consumer*

The proprietary physical, overt and covert features of Izon<sup>®</sup> technology has empowered their customers to verify authenticity of their purchase quickly and intuitively, providing immediate and absolute peace of mind.

Reports at the consumer level have enabled Brother to quickly investigate counterfeit attempts and more accurately determine the countries where these counterfeit attempts are occurring.

In addition to monitoring counterfeit activity, Brother is able to better grasp high risk distribution channels and adapt their messaging accordingly, helping to provide them stable, protected revenue stream.

With Izon<sup>®</sup> technology and unique serialization, Brother has been able to easily identify counterfeit attempts and quickly and conveniently communicate these to investigating agencies.



DeLaRue

## 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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