

Case Study

**Product Authentication  
and Traceability Solutions:  
Brand Protection**

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## Microsoft

Proving the legitimacy of products is a key challenge for modern businesses faced with ever more sophisticated counterfeiting operations. For the last 20 years De La Rue has been helping Microsoft ensure customers get the genuine product through the creation of secure label designs which combine attractive visuals with state-of-the-art security features. Once a label is in circulation, De La Rue supports Microsoft in tracking it around the world – helping maintain product integrity.



DeLaRue

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



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## Kinmen Wine



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Authenticity is a major cultural driver in East Asia. Kinmen Kaoliang Liquor Inc, suppliers of the original and authentic Kinmen Wine to a growing global Chinese community were suffering as the result of a flood of counterfeits, damaging reputation, loss of revenue, potential health hazards and public confusion. They turned to the Central Engraving Printing Plant in Taiwan and De La Rue to help counter this issue with a solution comprising cylinder mould made paper with an electrotype watermark, security print and technical consultancy. Introduction of the new label has seen public recognition increase and improved consumer confidence leading to not only a reduction of 25% in counterfeit but also an increase of 15% in sales volumes.

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## Diageo

Thailand is a country that suffers with all forms of illicit trade issue from counterfeit to smuggling to the illegal refilling of used spirits bottles. For brand owner Diageo, this posed a major threat to their reputation and customer base. Engaging with De La Rue to help protect against this problem, Diageo now employ a highly secure layered brand protection solution including holograms, print features and tamper evidence technologies to safeguard them against attack. With over 7.5million labels per year now being utilised, they are back in control of their illicit trade problem.



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**DIAGEO**

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## Brother Industries, Ltd.



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It is estimated that global counterfeiting of imaging supplies, costs the industry \$3.5billion per year. The impact of which is felt by both brand owners and consumers as a result of not to being able to distinguish between genuine and counterfeit product. To fix the problem, Brother Industries, Ltd. collaborated with the De La Rue Authentications Solutions team to build a strong consumer protection programme with Izon® holographic labels – an easy to identify overt validation technology – and digital traceability to support immediate on site authentication. The results of this solution; a renewed customer confidence and the reduced incidence of counterfeit product and reputation damage for the brand owner.

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

brother.com/id/  
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**brother**

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and Traceability Solutions:  
Revenue Protection

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## Sudan

In a world where 1 in 10 cigarettes is illegal, De La Rue is working alongside the Government of Sudan to implement a new tax stamp solution. By reducing counterfeiting and illicit trade, the Sudan tax stamp scheme is designed to improve the safety of the country's citizens as well as boost its tax revenue. Using the DLR Certify™ software solution, the customs authority will be able to track and trace each pack of cigarettes through a unique code embedded in the new tax stamp to authenticate and validate it as genuine product.



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## Kosovo



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Kosovo's pivotal position in the Balkans puts it on the front line to fight smuggling and counterfeit so the Government introduced a tax stamp programme for cigarettes and alcohol in an attempt to collect more revenue and help stop the flow of illicit products within its borders. De La Rue designed a bespoke solution, mapping functionality to specific requirements and threats faced. The resulting solution consisted of tax stamps and a digital system allowing for reporting capabilities. The results of the first year saw €15 million in additionally collected revenue and a 61% reduction in domestic cigarette smuggling. Unsurprisingly, Kosovo's tax stamp solution has seen the country become a benchmark for best practice in the Balkan region.

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