

## 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<sup>®</sup> and Traceology<sup>®</sup> as part of a comprehensive anti-counterfeiting solution



### 3 Easy Ways to Authenticate your Brother<sup>™</sup> Branded Ink or Toner Cartridge

Ensure you purchased genuine Brother supplies with our new, improved and updated Brother branded security label on all Brother ink and toner cartridge packaging.

[CLICK HERE](#)



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<sup>®</sup> 3D security holograms in combination with the Traceology<sup>®</sup> 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<sup>®</sup> eVerification to assist our customers in buying genuine Brother supplies they can rely on,” said Takafumi Kamenouchi, 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”.



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)

The Founder's Head Device and De La Rue are registered trade marks of the De La Rue Group of Companies. Izon<sup>®</sup> and Traceology<sup>®</sup> are registered trademarks of De La Rue Authentication Solutions Inc. De La Rue plc Registered No.3834125, De La Rue Holdings Limited Registered No 58025 and De La Rue International Limited Registered No 720284 are all registered in England with their registered office at: De La Rue House, Jays Close, Viables, Hampshire RG22 4BS. © De La Rue International Limited 2017