

## Impact of Counterfeiting

Epson Latin America estimated that 20% of the product in the market was counterfeit.

Counterfeit product was entering the supply chain through local distributors.

The existing anti-counterfeiting ink technology was compromised.

## Epson builds market awareness of authentic product through implementation of Izon<sup>®</sup> anti-counterfeiting solution

Epson developed new strategy to target unauthorized distributors in key countries and build market awareness of authentic product.

A De La Rue Izon<sup>®</sup> anti-counterfeiting solution was implemented, featuring a layered approach.

The solution included:

- overt authentication security label with covert layers integrated
- customized communication program throughout value chain
- established enforcement program with consistent audit processes

As a result the level of counterfeiting has dropped from 20% to virtually 0%.

A gain in revenue and earnings has been realized.

Epson has seen increased brand loyalty and consumer trust.



## Epson's investment in Izon® technology has more than paid off with the growth of legitimate sales

After extensive research and interviewing, Epson decided on the De La Rue Izon® photopolymer technology.



*"It was selected based on a combination of ease of overt verification, perceived security, cost, and automatic application. The return on investment on the technology has more than paid off in terms of recovery and growth of legitimate sales."*

Epson Channel Marketing Manager, from the IPP Enforcement Manual 2013

During the late 1990's Epson first started employing overt authentication technologies with embossed holograms.

In 1998 they moved to colorshift ink technology because embossed hologram technology had been compromised repeatedly by counterfeiters.

In 2004 they launched the use of De La Rue Izon® 3D photopolymer technology in Latin America on inkjet cartridges to provide a stronger authentication tool to fight counterfeits and allow customers and channel partners to readily identify genuine Epson. They have expanded Izon® use to all ink, ribbon, and laser consumables and continue to use successfully today as their primary overt security device.

Another key to Epson's success was the broad education of their authorized distributors, retailers, and law enforcement officials on the use of the new Izon® overt security label.

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.

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)