

ARA-Authentic – smart protection

AN EFFICIENT METHOD FOR MARKING AND AUTHENTICATING PRODUCTS AND THEIR PACKAGING: ARA-FLEXIPROOF®

What is ARA-flexiproof® ?

ARA-flexiproof® is a combination of two different anti-counterfeit features, one of which is applied directly to the product surface using a LIFT process, and the other is applied as a self-destructing label to the packaging.

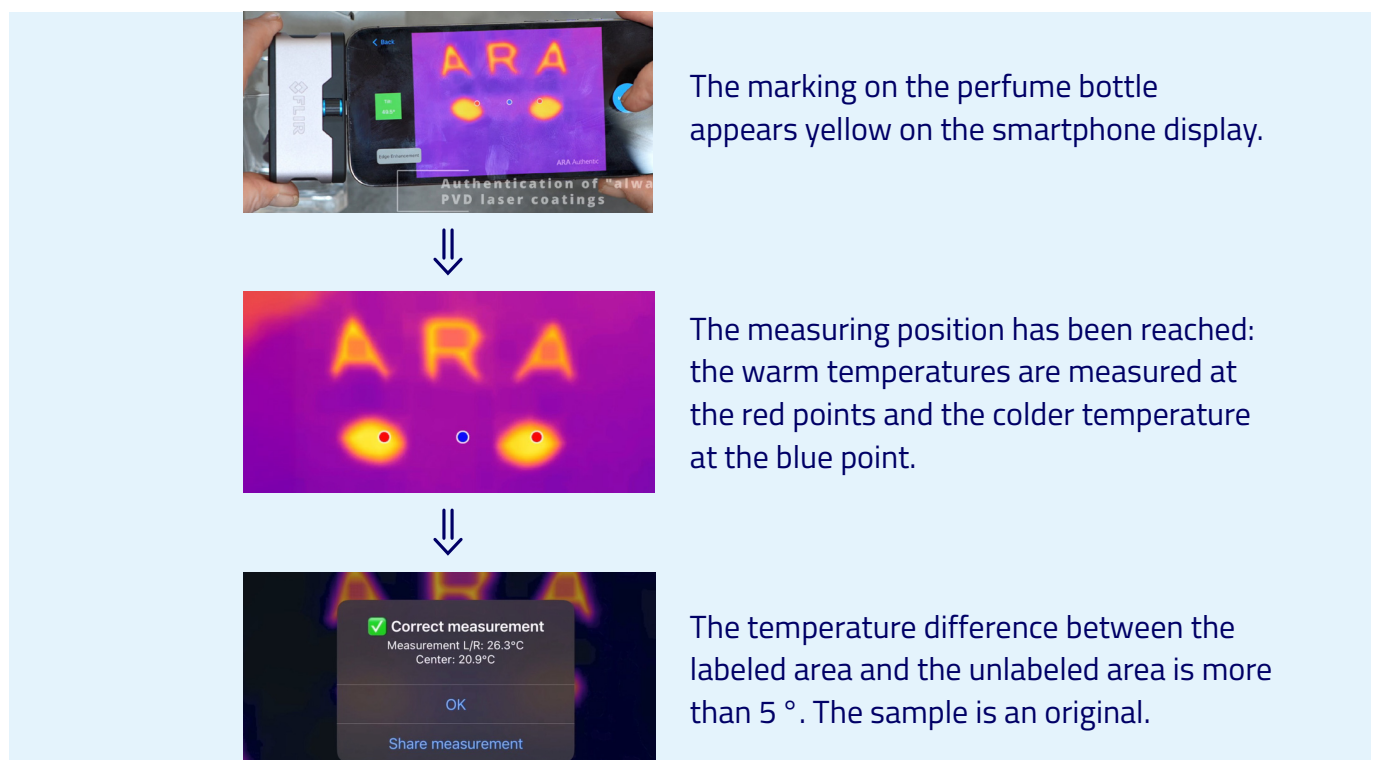
Both are correlated and can be independently authenticated using a smartphone.

Example: Marking of perfume bottles (A) and their packaging (B)

A.1 Laser-induced PVD coating "ARA-checkmyheat®" on a perfume bottle:



A.2 Authenticity check with the own smartphone plus IR adapter

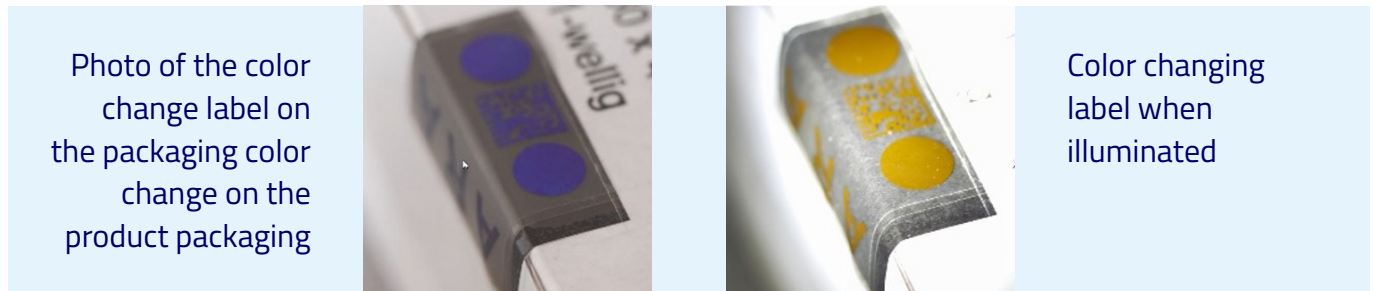


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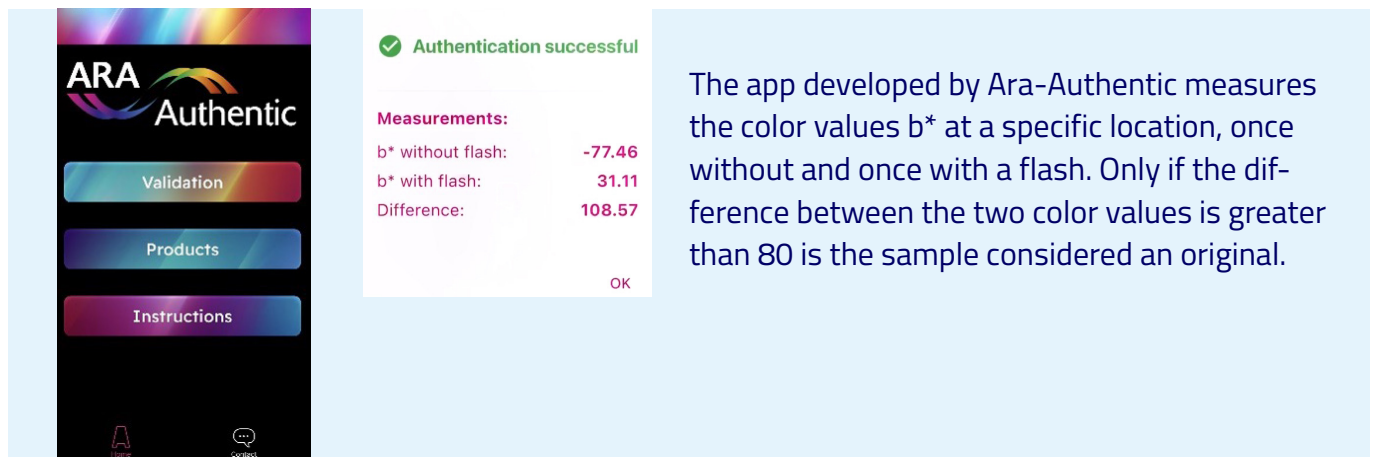
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Example: Marking of perfume bottles (A) and their packaging (B)

B.1 Forgery-proof labels with a lighting-dependent color change on the product packaging



B.2 Authenticity check with the own smartphone



What are the advantages of this method?

- The features themselves are completely new, unique, and cannot be reengineered.
- The additive laser markings can be applied to virtually any product, do not affect the product surface, and cannot be removed non-destructively.
- Both features are customizable and can also contain product information, meaning the coding itself is counterfeit-proof.
- The laser settings are parameterized on a product-specific basis.
- Cost-effective production, uncomplicated integration into production lines.
- Reliable and fast authentication with customized apps for manufacturers, intermediaries, suppliers, end users, customs, and other authorities.