

A partnership founded on a strong bond



Working with a committed and progressive industry leader like Avery Dennison gives us the ability to be at the forefront of anti-forgery protection.'

Dr Zhu Banshi
Trustcopy Innovation Director

**Together,
we can.**



Counterfeiting: A major cost to industry

In today's competitive marketplace, a company's brands are some of their most valuable assets, so the fact that the incidence of piracy and the production of counterfeits has doubled in the last 5 years is causing major concern for a wide range of industries. It is estimated that the current value lost to companies on a worldwide basis is US\$280 billion and increasing every year! Businesses must therefore spend yet more millions of dollars to protect their brand identity.

And it is not only the monetary cost that is a problem. For example, hundreds of people die every year because of taking fake medicines. Forged, sub-standard aircraft parts may also fail, leading to serious or catastrophic consequences.



Trustcopy offers protection

Singapore-based company Trustcopy Private Limited has pioneered multi-layer optical watermark technology and secure remote printing solutions. It was established in 1999, as a spin-off from Kent Ridge Digital (KRDL: now 12R and part of A*STAR), the national research institute in Singapore. Since its inception, Trustcopy has become a premier provider for document authentication and brand protection, with the ultimate goal of achieving global dominance in these areas.

As a business that offers protection to many different industries through their range of security solutions, Trustcopy products provide peace of mind and protection for companies' brand assets and identity around the world. They have three main lines.

TrustMark (Optical Watermarks) is used for proprietary brand protection. It employs a multi-layer optical watermark system with hidden information embedded in the product packaging that can only be revealed with unique decoder keys.

TrustSeal was developed to meet specific business requirements for secure electronic generation of official seals and stamps to be printed on physical documents. Access to the seal is by password or biometric sensors and it also incorporates TrustMark.

TrustDelivery provides secure trade documentation by offering controlled remote printing of documents with incorporated security features and TrustMark.

In a world where forgery and its negative effect on company profits are becoming significant issues, Trustcopy serves diverse markets in both Asia and Europe. Customers include major container shipping and logistics companies CargoSmart (OOCL, HK) and PIL (Singapore), as well as high profile banking giant Citibank (Asia Pacific) and Swiss Rail (Switzerland). The China Performing Arts Agency (China) and global producers and distributors of wine and spirits have also seen the value of Trustcopy's products.

For more information on Trustcopy, log on to www.trustcopy.com

Global markets, global partners

With global markets to supply, Trustcopy prefers to collaborate with other major companies to ensure reliable availability.

Our own global network is just one of many reasons Trustcopy has chosen Avery Dennison to supply a variety of tamper-evident Fasson® brand products.

Wide range with Fasson® brand

The wide range of Fasson® brand tamper-evident materials provides Trustcopy with the ability to combat tampering, counterfeiting, retail theft and fraud with the most advanced technology available. Whether for computers, prescription drugs, over-the-counter medications, electronics or mail closures, there is a comprehensive selection of tamper-evident labeling and authenticity packaging available from Avery Dennison. They supply the clear evidence needed to validate a product and detect any altering.

Fasson® security labeling products feature destructible labels, fluorescent fibres, chemically reactive papers, holographic devices and custom watermarks. The security portfolio is extensive, with a full range of facestocks including Security Paper, UL Litho, Lightweight Litho, Holographic, Voidable Polyester, Matte White Synthetic TE, Foamseal TE, Diacetate TE, Acetate, Polystyrene and Tamperfas.



Sample of TrustMark (Multi-layered Optical Watermark) printed on Fasson Security Labels



'We selected Fasson® materials because of the wide range available and their inherent quality. They not only deliver virtually trouble-free printing, but also meet the stringent technical performance standards our varied customers require.'

– Audra Tan, Trustcopy Sales Director



Quality and technical performance

Audra Tan, Trustcopy Sales Director, explains: 'We selected Fasson® materials because of the wide range available and their inherent quality. They not only deliver virtually trouble-free printing, but also meet the stringent technical performance standards our varied customers require.'

In fact it was our converters and printers who first recommended that we use Fasson® products. Their feedback was that there's much less printing scrap when using Fasson® products, and they're able to program both short and long production runs, which results in cost-saving for us too. Theirs was a very important endorsement from our point of view. After all, these businesses have experience with many different suppliers, so if they prefer to work with and promote Fasson®, we felt the products must be good and they are!

Cost is always an issue of course,' Ms Tan continues, 'and again, Avery Dennison has come up to the mark with competitive pricing that still delivers the level of quality we need.'

We have full confidence in the performance of Fasson® tamper-evident labels.

Our customers recognise the inherent quality and global experience that the Avery Dennison company represents and that gives them trust in the efficiency and efficacy of Fasson® tamper-evident products.'

Exceptional service

Trustcopy personnel have found that the level of service they receive from Avery Dennison is exceptional, with timely and effective technical support and overall response to various issues. They also appreciate receiving regular updates on any recent product developments. Together with their own knowledge of industry trends and issues, this access to information about the latest self-adhesive technologies puts Trustcopy in a prime position to develop new business ahead of their rivals.

Innovative 'win-win' partnerships

The Avery Dennison philosophy is to develop innovative 'win-win' partnerships with their customers. Companies like Trustcopy value this progressive and communicative relationship because it provides the chance to open up new, mutually profitable markets. Using the expertise available from Avery Dennison representatives, they are able to offer quality solutions that meet the anti-forgery requirements of more and more businesses. And because of their strong focus on innovation, research and development, Avery Dennison personnel are often able to find opportunities for doing things in a completely new way.

'On the spot' in emerging markets

There are many emerging markets in Asia, where Trustcopy and Avery Dennison are well represented. Avery Dennison has offices and a number of extensive production and distribution facilities in countries throughout the Asia-Pacific region.

This local presence is a major benefit for Trustcopy's regional customers, because it solves many logistical problems relating to supply and timely delivery. Also, having representatives 'on the spot' means that both companies are able to develop closer communication and a deeper understanding of local issues and market demands. This puts Avery Dennison and Trustcopy in a prime position to take advantage of opportunities as they arise.

A committed and progressive industry leader

I believe our relationship with Avery Dennison will continue to grow as markets become more aware of the need for anti-forgery products. Together with our printing partners, we'll continue to recommend Fasson® materials as part of our solution packages,' says Trustcopy Innovation Director, Dr Zhu Baoshi.



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