

# TAMPER-EVIDENT SECURITY PORTFOLIO

Product counterfeiting has doubled in the last five years. Today, it accounts for approximately 7% of world trade, or an astounding \$350 billion. And it continues to grow at 20% per year. Brand owners are expected to spend increasing dollar amounts on brand protection.

You can't count on product forgery to decrease. But you can count on Fasson security labeling to combat tampering, counterfeiting, retail theft and fraud with the advanced technology necessary to outsmart loss.

The Fasson Roll division of Avery Dennison Corporation has introduced a line of Fasson® tamper-evident security products to improve product authenticity, while reducing retail theft and fraud. These new pressure-sensitive labelstocks are used for at-risk applications from heavy-regulated pharmaceutical packaging and over-the-counter drugs, to high-priced electronics, and trouble-free mail closures for consumer and manufacturer protection.

Converters will find a range of Fasson® papers and films designed to validate and detect product altering. This portfolio includes base-level Fasson® Security Paper with invisible ultraviolet fluorescent fibers providing a method for authentication under black light, and highly destructible UL and lightweight litho papers. For higher levels of authentication, customers may select Fasson® film products, including specialized acetates, holographic polyesters, cavitated polystyrene and HDPE, to incorporate features such as weak bond strength and photo-luminescence.

This broad selection of substrates and security features provide varying degrees of functionality, enabling converters to add layers of security on press for advanced customization. Fasson® security products with holographic devices, fluorescent fibers, chemical reactive or custom watermarks can be used to assist with prevention and detection of fraud for box closure seals, neck seals, prime labels and custom logo authentication labels. Additional customized products and ready-to-use pre-slit security Fasson ZipRoll™ products are available.