

Bespoke Security Certificates

BRAND INTEGRITY DECREASED DUE TO FRAUDULENT ACADEMIC CERTIFICATES



THE SITUATION

A large awarding body operating in England, Wales and Northern Ireland compiles specifications and holds examinations in various subjects at GCSE and AS/A level, while offering vocational qualifications. Upon the completion of examinations, students receive personalized affiliated certificates, which document

their results and achievements. By having this proof of a qualification at GCSE and AS/A level, a candidate has a better opportunity of gaining employment or continuing their higher education to increase their financial gain.



THE CHALLENGE

The awarding body was notified of fraudulent documents circulating in the marketplace and needed a solution that would more quickly enable those who rely on the documentation to identify forged documents swiftly, protecting decision makers and the institution's reputation. Fraudulent parties were able to create documents where:

- To the naked eye, the overall appearance looked very similar
- There were slight differences in the paper texture and colour and no watermark
- There was no UV ink present
- The visible litho inks were extremely similar
- The hologram was a very close replica

These fake certificates allowed individuals to purchase a 'lookalike' document and falsely represent themselves as qualified candidates. This diminished both the value of certificates for those candidates with legitimate qualifications and the trust employers hold in the institutions.



RESULTS

- ✓ Significant decrease in fraudulent certifications
- ✓ Positive impact in the community
- ✓ Confidence in distinguishing a legitimate certificate from a counterfeit document

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THE SOLUTION

The awarding body needed a highly secure certification that would help them maintain their brand integrity, so they turned to Authentix Security Print Solutions for help. Together they investigated and implemented a solution that increased the security level of the certificate, making it almost impossible to reproduce.

Based on reviewing fraudulent certificates, it was decided to include on all certificates:

- Watermarked paper
- Guilloche pattern
- Microtext
- Bespoke hologram



THE OUTCOME

Since implementing these highly secure certificates with varying levels of bespoke security, employers and the awarding body can be more thorough in verifying the authenticity of the certificate. The combination of a watermark, security patterns with hidden text, UV ink

requiring a device to reveal hidden images, and a complex hologram not only increase verification standards, but make it harder to duplicate the certificate. This has built trust and made a positive impact in the community.

ABOUT

Authentix Security Print Solutions is one of the world's leading security print solution providers. For nearly 40 years, we have expanded our expertise in printing custom-designed security features to prevent fraud of critical legal documents, specialized certificates and commercial products. Our commitment to fraud prevention is proven through key patents in security design and production engineering, along with numerous certifications in the area of environmental, quality assurance and security printing processes. Our clients thrive because of a partnership approach and sector expertise leveraging track and trace solutions, in-service management and fulfillment to inspire a safe marketplace rid of counterfeit goods.

Learn how secure documents can protect your certification programs.

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