Strong Partnerships Build Stronger Brand Security

Market Need

Brand owners are looking to their print provider for solutions to protect their products and customers from diverted and counterfeited products.

A successful brand protection strategy in today's demanding environment requires the latest security technology delivered on a flexible printing platform that can accommodate:

- Variable printing
- Low-volume to high-volume print runs
- Meet short lead time demands
- Local label customization
- A variety of substrates
- Cost-effective printing and security ink application

Too often, Brand owners have been limited by the lack of proactive partnering between security technology providers and print service providers. CCL and Authentix partnered early to maximize the capabilities of both companies to quickly deliver results.

Brand owners can confidently select CCL to fulfill their most demanding product protection needs.

Print Trial a Success

"We proved when printers and security technology providers work together, we can better integrate the most appropriate authentication features. Delivered through the right print technology, we meet the needs of Brand owners in delivering a robust secure label solution.

CCL was able to produce a single label with five different security features, featuring Authentix covert markers, for a pharmaceutical company seeking a multi-layered solution to combat diversion and counterfeiting."

- Jason Rudolph, Plant Manager
Hightstown, NJ & Raleigh, NC

Authentication Materials and Conventional and Digital Print Methods Meet

Authentix, a global leader in authentication solutions and CCL, the largest label company in the world, displayed commitment to protecting brands during a two-day trial run. At CCL's Hightstown, NJ plant, both flexo and digital print equipment and processes were used to determine the compatibility and performance of the security HP Electroink along with TASC, polychromatic and 3UV ink systems supplied by Authentix using conventional and digital printing equipment and processes.

Authentix