

Building Trust Through Technology

Advanced authentication and traceability solutions are helping governments protect public revenue, secure supply chains, and strengthen consumer confidence. Kevin McKenna, President & CEO of Authentix, discusses the company's global approach to fighting illicit trade and explains why Serbia has become a regional success story



Counterfeiting, smuggling, and supply chain fraud cost governments and businesses billions of dollars each year while eroding consumer confidence. By combining advanced authentication technologies with digital traceability, Authentix helps governments, central banks, and global brands protect products, public revenue, and supply chain integrity. In this interview, Kevin McKenna explains the company's integrated approach and highlights Serbia as an example of how technology can transform an entire market.

How does Authentix help governments and businesses combat illicit trade and protect supply chains?

— At Authentix, we are in the business of trust. For more than 20 years, we have helped governments, central banks, and leading global brands answer one essential question: Is this genuine? Whether it is fuel, pharmaceuticals, consumer goods, or currency, authenticity is fundamental to protecting revenue, brands, and consumers.

Our business is built around four complementary capabilities. We help governments safeguard public revenue through fuel integrity programs and digital tax stamp and track-and-trace solutions. We protect global brands against counterfeiting, diversion, and warranty fraud using authentication, digital security, traceability, and online monitoring. We also pro-



Authentication is no longer just about preventing fraud—it has become a strategic tool for protecting public finances, strengthening legitimate markets, and building long-term consumer confidence

vide central banks with advanced banknote security technologies and manufacture secure tax stamps, IDs, postage, and other protected documents.

What sets Authentix apart is our customer-first approach. Rather than applying a single technology to every challenge, we begin with each customer's objectives and integrate the right technologies, data, field detection, and program management to deliver measurable results. The

outcome is stronger supply chains, higher government revenues without increasing taxes, safer products, and greater consumer confidence.

How do you assess Serbia's progress, and what opportunities do you see across Southeast Europe?

— Serbia has become one of our strongest examples of how authentication technology can transform a market. As a major transit corridor, the country faced significant fuel fraud, including smuggling, adulteration, and lost excise revenue.

Working with SGS as program leader and our Belgrade-based partner Nanoinpekt, Authentix introduced its proprietary fuel marking and detection technology, helping authorities significantly increase legitimate fuel sales and recover substantial excise revenue. More importantly, the program demonstrated that authentication is far more than a compliance tool—it changes market behavior.

As Serbia modernizes its excise system and moves toward QR-enabled tax stamps and fully digital traceability, we see tremendous opportunities for continued cooperation. Similar priorities exist across Southeast Europe, where governments are strengthening revenue protection while aligning with EU standards. With fuel marking programs now expanding into Bosnia and Herzegovina and Montenegro, we also see strong potential to extend these solutions to tobacco, alcohol, and broader track-and-trace programs. Serbia has shown that supply chain integrity can become a strategic national asset rather than simply a regulatory requirement. ●