

Cosmetics company laser marks fragrance bottles

A leading cosmetics company is in discussions about incorporating a laser marking system on glass fragrance bottles to deter counterfeiters.

Naginel, a European business partnership consisting of six businesses and two European universities, has teamed up to offer the brand protection technology to the cosmetics manufacturer.

Total Brand Security (TBS) – one of the six companies in the partnership – expects a trial to start by the end of this year.

The laser marking system could securely mark transparent 50ml and 100ml glass bottles with visible or invisible codes.

Adrian Simmons, managing director of Total Brand Security says the cosmetics manufacturer does use security inks for brand protection but these are easily counterfeited.

According to Simmons, using laser technology to engrave into the bottles makes the mark hard to copy and difficult to remove. UK-based TBS will allow non-aggressive internal marking of transparent materials with machine readable 2D barcodes.

Simmons says TBS can

supply the cosmetics company with marked bottles or the company can invest in the laser technology and buy a special laser marking machine to facilitate in-house marking.

TBS can engrave a 0.5 x 0.5mm mark in under a second, which is invisible to the eye.

The other companies that make up the Naginels

partnership are French printing and engraving company Costet SA, French laser maker Plate-forme d'Applications des Lasers en Aquitaine, Italian brand protection company Solos and the Belgian, Laser Applications Engineering.

Technology centres at the University of Liège in Belgium and the University of Bordeaux in France are also involved.

3Com rolls out tamper-evident holograms

3Com, manufacturer of hubs and routers, will roll-out tamper-evident 3D holograms on its Baseline and Office Connect switches this month.

3Com decided to use holograms on Baseline and Office Connect switches because they generate the most revenue. Small businesses use these switches to connect computers to the internet.

Matt Vaughn, director of corporate security and safety for 3Com, says the company previously had a problem with counterfeit switches being made in China and sold around the world. This is the first time 3Com has used any sort of brand protection.

The 15mm x 15mm holograms, called Izon, will be supplied by US-based DuPont Authentication Systems.

The hologram will be placed on the bottom centre of the switch.

According to Vaughn, 3Com decided to use holograms because it would make it easier for end users to check if products were genuine. The hologram does incorporate other covert security technologies but 3Com would not reveal these because it does not want security information leaked to the counterfeiters.

Vaughn would not reveal the price of the hologram but said the extra cost would not be passed onto the consumer.

3Com has not yet decided if it will use holograms on any of its other product lines.

The hologram consists of a three-dimensional view surrounding the 3Com text. The three-ring logo that appears to flash as the label is moved. Around the 3Com text are dots arranged in a pattern: from 1 dot to 2 dots, 3 dots and 4 dots as it is viewed from different angles.



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