



STORY IMAGE



Nail the fakes: this simple-to-use technology provides an easy and effective way to verify that the product in the box is authentic. Total Brand Security is a global brand-protection and counterfeiting-prevention specialist in the UK that says it has saved its customers many million of dollars
Key words: Brand Fraud, Anti-Counterfeiting, Technology, Security

Picture by: The Capital Fund

[View Larger Web Version](#)

Download Print Quality

Note: Large File. Could incur large download time.

Add item to your **Personal Folder?**



[View Folder Contents](#)

Need help downloading images?
[Click here.](#)

SCIENCE & TECHNOLOGY

Handheld Technology Detects Diseases – Fast

New Online Resource To Promote Biomedical Discovery

Show-Time For The Future Of Mobile Telecoms

Flight Simulators Vital To Air Crew Training

No More Eye Drops - With Nanoparticle Drug Delivery

“Talk-To-Text” CEO Is Young Entrepreneur of the Year

“Protecting Virus” Converts Flu Germs Into Vaccines

Arithmetic Answer To Airport Security Puzzle

Caterpillars Show How Bacteria Cause Disease

Better Medical Notes For

SCIENCE & TECHNOLOGY

Top Anti-Fake-Goods Specialist Expands Global Battle

Story ID: STM_12771

Product Security/Technology - 770 words - one colour picture

By Richard Maino, London Press Service 2006-12-31

BRAND fraud is a rapidly growing problem. And it can be a deadly problem, such as fake, low-quality medical supplies making sick people worse - even leading to their death. Not only that, many of the individuals behind counterfeiting fraud belong to international criminal organisations and, possibly, even terrorist groups.

The brand-protection market in the United Kingdom includes products and services that assist brand owners in the prevention of counterfeiting and grey marketing – distribution of a product through unauthorised channels. And with losses to the global economy from the trade in fake goods estimated at 1,000 million US dollars, there is a massive worldwide demand for such protection.

To help combat this fraud, there is Total Brand Security (TBS) - a global brand-protection and counterfeiting-prevention specialist in the UK - that pride itself in having saved its customers many million of dollars, providing cost-effective and technologically secure solutions that it helps implement to companies' production lines.

Now, it has raised 250,000 pounds from the Capital Fund, a 50 million pounds venture-capital fund that invests in fast-growth companies. TBS will use the funding to develop best product-security measures for its increasing client portfolio, as well as opening offices and taking on more staff across the globe.

TBS clients include leading players in the wines and spirits, pharmaceuticals, document transfer and electrical goods sectors. And whether it is developing infrared inks for use on the merchandising for premium-branded drinks bottles or highly secure individual labelling for tracking products from production line to consumer, the company says it has access to all the latest technological solutions that brand owners need.

Managing director Adrian Simmons said: “It is a never-ending problem. Counterfeiting crime is getting worse and worse, and is increasingly being used to provide finance for international organised crime or even terrorism. The secret is staying one step ahead of the fraudsters - which is a challenge. Our latest technique is the Naginels system which uses laser technology to enable very fine etching of security data on to plastic or glass surfaces, such as fragrance bottles.”

Chief executive officer Jacob Scherf and Adrian Simmons founded Total Brand Security in 2003, after having run the European and Asian business for Westvaco Brand Security. TBS says that since then “it has established a reputation for providing highly effective anti-counterfeiting solutions to the brand and document security markets and can implement its array of fraud-combating products anywhere, any time”.

TBS products include the new Naginels laser technology, making it difficult to copy and remove. A small mark (0.5 millimetre by 0.5mm) that is invisible to the naked eye can be engraved in a second. Other products include high-security inks and pigments that are typically used in currency, as well as special security sleeves designed to make products tamper-proof.

Scherf and Simmons exhibited their Naginels technology for the first time at the Pharma Secure Chain event recently in London, to demonstrate the latest tracking technologies and best-practice corporate strategies designed to protect patients, products and intellectual property (IP) against fake drugs, counterfeiting and diversion.

Part of the process used by TBS involves helping companies to become fully aware of the value of their brand, “because only then does the need for protection become apparent,” said Simmons.

The investment from the Capital Fund is the first injection of institutional funds into TBS; Simmons added: “The investment has come at a great time for us. We are in the process of developing a major presence in Asia, opening offices in China, Thailand and Vietnam. Coupled with this is an expansion of our sales and marketing team to further diversify our client base and the solutions we can offer.”

TBS recently won an award - for Best Practice in Product & Brand Protection - at the seventh global and product and image security convention in Barcelona. Capital Fund's investment manager Michael Kennedy said: “The company has built an excellent reputation with a very impressive roster of clients. One of the key factors is that customers are offered a variety of solutions and access to the

Busy Doctors

leading-edge technologies that means their brand-protection techniques are kept one step ahead of the fraudsters."

Top Anti-Fake-Goods Specialist Expands Global Battle

Launched in 2002, the Capital Fund is a 50m pounds venture-capital fund that backs fast-growing, small and medium-size enterprises in and around London. It was named Regional Venture Capital Fund of the Year at the Investor Allstars Awards 2005. The Capital Fund is the largest of the nine Regional Venture Capital Funds and has a mixture of public and private-sector investors. It has 250m pounds in funds and consultancy contracts under management (www.yfmgroup.co.uk).

Rising Progress Of "Silent" Aircraft Initiative**Chip & Pin Keypads Go Under Cover****"Pop-Up" Satellite Antenna Springs Into Production**

[Click here for High-Resolution, Printer Friendly Version](#)

Contact:**Microscopy Magic Lands Major Prize For Doctor**

Margaret Henry, Public Relations Manager
The Capital Fund
care of YFM Venture Finance, Brookmount House, 62 Chandos Place, London, United Kingdom, WC2N 4LP
Phone: +44 1865 811199

How Plant Partnership Helps To Feed China

E-mail: m.henry@oxin.co.uk

"Visionary" UK Biobank Backed By International Experts

Web: m.henry@oxin.co.uk

Spot-Welding Robots Brush Up Their Act**Contact:****New Centre Boosts Training For Radiographers**

Total Brand Security
29 Harley Street, London, United Kingdom, W1G 9QR
Phone: +44 20 7193 9152/ 20 7193 6582
Fax: +44 20 7637 0419

Reusable Electronic Seals Increase Transport Security

E-mail: info@totalbrandsecurity.com

Web: www.totalbrandsecurity.com/

**OTHER SECTIONS**

[Latest Images](#)

[Help/FAQ](#)

[Press Room](#)

[Terms & Conditions](#)

We Welcome Your Feedback!

To help maintain this popular free service please let LPS know when you use our articles or images. Send an email to: ipsfeedback@btconnect.com saying what was used, and your publication's name and location.

Many thanks.