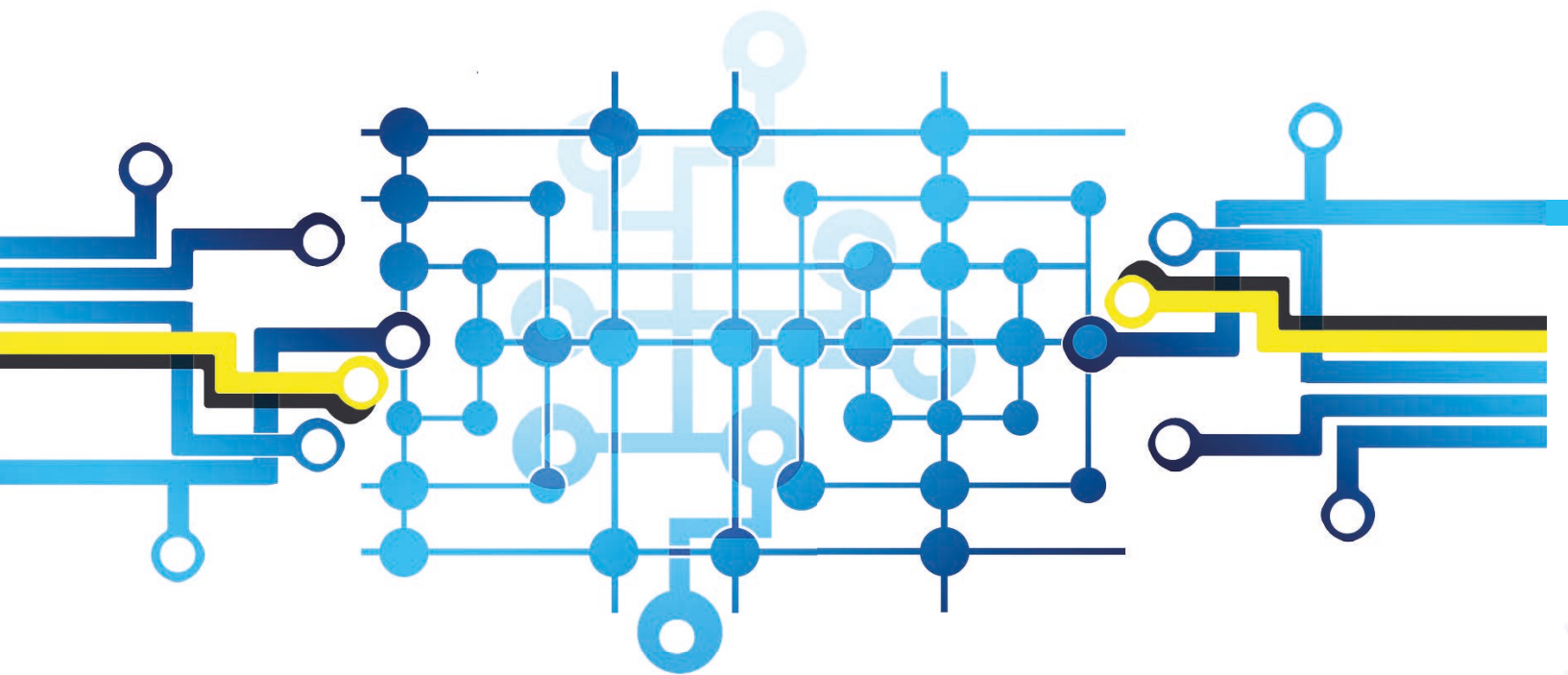




Your specialist for product and brand protection
Witte safemark® – We print safe values

Witte *printed technology*



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Witte safemark GmbH – Your specialist for product and brand protection

Witte safemark GmbH – High Security Printing – has been developing and producing security-relevant printed products with visible and invisible tamper-proof features for several decades.

A special focus is the processing and modification of high-quality, self-adhesive labeling products with

high technical requirements – especially for the needs of the industrial sector.

The range of services offered is broad and based on individual applications of customers with high to very high security requirements.



What you can expect from us:

- ✓ Service from the idea to implementation
- ✓ Fulfillment of your individual requirements
- ✓ A wide range of possibilities
- ✓ Decades of experience



Why pursue product and brand protection?

Looking at the monetary side, German companies generate losses in the double-digit billion each year. Worldwide, the estimated annual damage is in the hundreds of billions. Further consequences, in addition to loss of revenue, are claims for damages due to consequential damages.

Another factor that is often underestimated is the internal clarification of whether a product is the original or an imitation. This binds capacities and spends

resources that no longer serve the actual purpose of the company. Due to missing sales, the employees are in a difficult situation, as well as the company itself. Under certain circumstances, a loss of sales means a loss of jobs.

Above-and-beyond the monetary aspect, the lack of product and brand protection might result in reputational damage. If customers unknowingly purchase a product that has been counterfeited, the bad rating



for the lack of quality falls back on the company's shoulders (product piracy).

Particularly serious are personal injury, for example, due to forged machine components or medicines.

Online trading is the most used sales channel to spread counterfeiting. Due to the high degree of

similarity, counterfeit goods are increasingly reaching the specialized trade and the end customer.

For these reasons, product labeling with various security features is of paramount importance. Witte safemark® helps you to find the right product labeling for your application, so your resources are available towards investment, rather than for authenticity verification and lengthy litigation.



What kind of protection possibilities exist?

Witte safemark® specializes in high-security printing. We refine our print products with security features. For the labeling of the products, we distinguish between direct and indirect as well as visible and invisible marking.

An indirect marking is a label or closure seal on the primary and/or secondary packaging. The direct marking, however, means a marking on or in the product. For more information scan the label below.



**Tap our safemark® label 4.0 via NFC
and learn more about our security
features!**

Visible markings can be checked by any person without any equipment. This is especially convenient for a consumer or user in order to perform an authenticity test. Our visible marking features contrast with our invisible marking features, which

are intended for a specific group of people, such as the company or the certified distributor. Special accessories are required for the verification of this type of marking.



Labels with added value

A design change just to make forgeries easier to recognize?! This question is often asked. Witte safemark® has the answer: No!

In addition to the security aspect, our labels offer the possibility of obtaining added value. This area is individualized, so here is an example list of ways to add value.

- Application notes can be placed on the label via QR code or RFID technology.
- By breaking our seal, the first opening of the packaging irreversibly appears.
- Our labels can be customized or supplemented on-site.
- Our labels stick on even the most difficult surfaces.
- During the production process, labels can come into contact with chemicals and solvents. With safemark® solutions, your labels remain functional.
- Recognition factor: Your corporate design comes first, so it can also be included in the label.

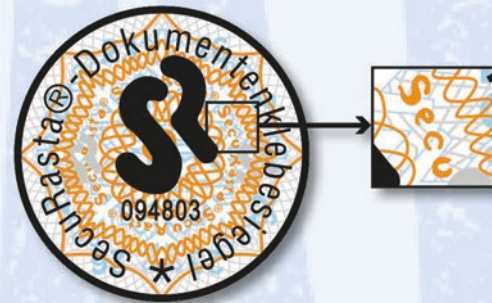


Corporate
Design

Exemplary representations of some security features

- Guilloche printing
- UV feature (colorless fluorescent color)
- Color-shift effect
- Thermochromic color
- VOID effect
- RFID Inlays (Radio Frequency Identification)
- NFC Inlays (Near Field Communication)
- Hologram

- Security slits
- safeident® (the security feature inside the product)
- Coding



The 4-stage-system

Witte safemark® has developed a graduated system for product and brand protection, that shows various possibilities of combining security features.



Step 1:

A document is created and refined with security features. This proof of authenticity legitimizes the product as an original.

Step 2:

In order to validate the document, a document seal is applied, which is also refined with security features.

This 4-step model is not to be understood as ascendant. Safety and protection are individual. The individual case must be considered in order to decide

which level is the right one. A combination of several stages is also possible. Alternatively, we can develop a completely new solution for you as well!



Step 3:

Marking the product or packaging with a label or closure seal that contains safety features.



Step 4:

The labeling is incorporated into the product by using safeident®, the safety pigment (see page 15).

Closure seal print[▲]Electric[®]

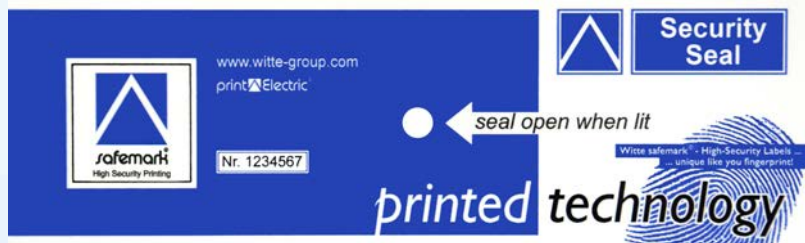
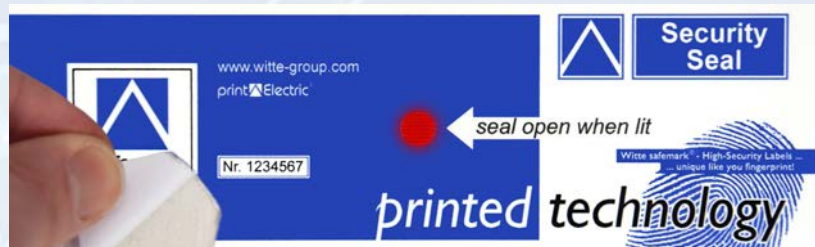
With the expansion and innovation in printing technology, we are now able to print electronic components as well. Thus, the already-known electronics for many applications can be produced and used cost-effectively while saving space.

Our high-security printelectric[®] seal combines already-known security features with innovative printelectric[®] technology from Witte. Even from a distance, you can see if a seal is broken or intact. This provides a process advantage and saves inspection time.

The printelectric[®] seal is applied in the same way as conventional closure seals.

Function:

After applying the printelectric[®] seal, it is firmly connected to the background. Here, as with all Witte products, we can work out an individual solution for every surface. When attempting to manipulate the closure seal by removing, a LED flashes. This effect is irreversible and provides a reliable indication of the initial opening.



safeident® – The safety feature inside the product

safeident® is a safety pigment. It is one of the security features and can be incorporated into many other materials in addition to labels. This way, the material gets a mark not visible to the eye – similar to a fingerprint.

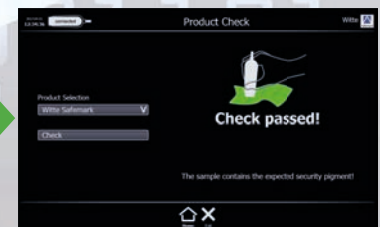
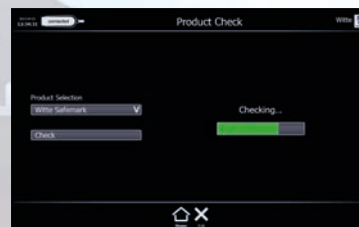
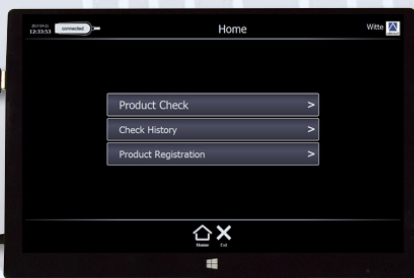
Advantages

- Optical measuring method offers a fast and cost-effective readout.
- With associated documentation, it is usable in court.
- The pigment has no influence on material properties and is toxicologically harmless.
- Once processing is completed, it cannot be removed from the product.
- It is comparable to ceramic particles.

- In the label
- In the inscription
- In the paint
- In plastic
- And many more

Reader

In addition to a sensor, a special software is needed for reading. This will be made available to you and guidance will be provided.



Certi Trust® – The digital security feature

Certi Trust® is a global, cross-industry, multi-vendor service platform. This allows you to retrieve product information anywhere, at any time and on any device. Here, the authenticity check of the product comes first.

In addition, value-added services can be included on this platform (for example, customer loyalty programs, repair and maintenance information, e-commerce, and many more).

Based on serialized products, your supplier or end customer can clearly distinguish originals from counterfeits. In addition, further user-specific roles can be created.

With Witte safemark®, you have a reliable partner at your side who can offer you the complete system – from label production to product protection to software.





1. Product serialization

Each article or document will be equipped with its own ID in the form of a DataMatrix code. This code is based on globally valid GSI standards.



2. Authenticity check

The code transmission takes place via Certi Trust® app or manufacturer websites. The test result can be read immediately.



3. Value-added services

Users with different rights and roles can access the different services (for example, customer loyalty programs, repair and maintenance information, e-commerce, and many more).

Certificates



DEKRA Intertec Certification GmbH certifies our application of a quality management system according to ISO 9001 and ISO/TS 16949.



DEKRA Intertec Certification GmbH certifies our application of an environmental management system according to ISO 14001.



DEKRA Intertec Certification GmbH certifies our application of a quality management system according to ISO 9001.



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DEKRA Intertec Certification GmbH certifies our application of an environmental management system according to ISO 14001.



The Intergraf organization certifies us an international high-security printer standard as a High-Security Printer.



The Federal Motor Transport Authority certifies that we have introduced safety and quality assurance measures for document processing.



GOVERNMENT DOCUMENTS PRINTER



The Federal Motor Transport Authority certifies that we have introduced safety and quality assurance measures for document processing.



Companies of the Witte group:

Witte plusprint GmbH - Self-adhesive materials

High-quality labels for long-term and resistant marking in the industrial sector; printers and accessories, RFID solutions, printed electronics, front panels and die-cut parts.



Witte plusguide GmbH - Vehicle safety products

Warning plates, conspicuity markings made of reflective foil as well as protective equipment based on current laws and regulations.



Witte safemark GmbH - High Security Printing

Security marking systems for authorities and the industrial sector industry: seals, vehicle stickers, forgery-proof and transfer-proof labels and supporting systems such as digital verification platforms.



DSD Staatliche Dokumente GmbH - Government Documents Printer

Documents, forms and print pieces with security features up to the highest security levels, also with digital verification for authorities and the industrial sector.



Maquiladora Gráfica Mexicana, S.A. de C.V.

Self-adhesive printed matter and special labels, seals and die-cut parts, high-quality cardboard sales packaging. Based in Guadalajara and Tijuana, MGM serves Mexican, US-American and international customers, primarily from the automotive, entertainment and electronics industries as well as the beverage industry.



Witte safemark GmbH, Sendener Stiege 4, D-48163 Muenster, Germany
Phone: +49 2536 991-100, Fax: +49 2536 991-196, safemark@witte-group.de

www.witte-group.com



Here you are
definitely secure!

