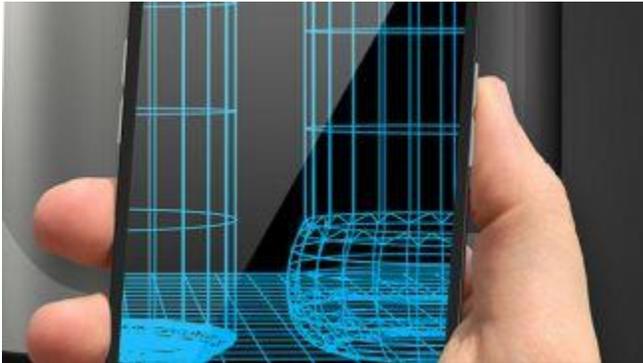


## [FILIGRADE INTERACTIVE DIGITAL WATERMARK (FIDW)/ARDAGH GROUP & FILIGRADE]

<b>TITLE</b>	Invisible watermark developed to combat counterfeiting and engage customers
<b>COMPANY / ORGANIZATION</b>	 
<b>KEYWORDS</b>	Print, invisible, digital, watermark, counterfeit
<b>INDUSTRY AREA(S) AFFECTED</b>	<b>Point of Purchase – Retail</b> <b>Counterfeit Prevention</b> <b>Metal packaging</b>
<b>ISSUE ADDRESSED</b>	As the counterfeit industry continues to grow rapidly, the expectations of consumers are also changing. Demand for complete and accurate product information is increasing, as seen by the rise in smartphone usage while shopping. In order to remain competitive, companies must seek innovative and cost-effective solutions to address these new trends.
<b>SOLUTION</b>	<p>In a new partnership with watermark company FiliGrade, the Ardagh Group is now providing clients with “smart interactive print technology”, unlocking new areas of consumer engagement for brands while also protecting against counterfeiting.</p> <p>FiliGrade’s invisible code, the FiliGrade Interactive Digital Watermark (FIDW), is embedded directly into the print design of a product’s packaging. No special inks or special substrates are needed to apply the FIDW, keeping integration costs low. The codes are unique, and when scanned with a customer’s phone or tablet, can provide information relating to promotions and special offers, marketing campaigns, and other digital media. Containing an authenticity algorithm developed by FiliGrade, the FIDW can also be used to authenticate products with the tap of a phone.</p> <div style="text-align: center;">  </div>
<b>EXPECTED BENEFITS</b>	<p><b>Counterfeit prevention, consumer engagement:</b></p> <p>The FIDW serves as a multi-functional solution, providing brands with the ability to guard against counterfeiting while also giving them a new way to engage their consumers and build brand loyalty. As well, the codes do not require any special inks or substrates, making FIDW integration uncomplicated and cost-effective.</p>
<b>CASE LINK</b>	<p>AIPIA, <i>Invisible Watermark Adds Security to Metal Packaging</i>  <a href="http://www.aipia.info/news-Invisible-Watermark-Adds-Security-to-Metal-Packaging-522.php">http://www.aipia.info/news-Invisible-Watermark-Adds-Security-to-Metal-Packaging-522.php</a></p> <p>Beverage Daily, <i>Ardagh enters digital age with smart interactive print on its metal packaging</i>  <a href="http://www.beveragedaily.com/Processing-Packaging/Ardagh-launches-smart-interactive-print-on-its-packaging">http://www.beveragedaily.com/Processing-Packaging/Ardagh-launches-smart-interactive-print-on-its-packaging</a></p>

<b>CONTACT INFORMATION</b>	<b>Ardagh Group S.A. L</b> 2134 Luxembourg 56 rue Charles Martel Luxembourg	<b>Filigrade Interactive Watermarks</b> Stationsstraat 16 7391 EK Twello KvK 61708844 <b>Phone:</b> +31 (0) 85 27 33 194 <b>Email:</b> info@filigrade.com
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