

**[TRACER PARTICLES/BLACKMORES AND YPB]**

<b>TITLE</b>	YPB protect's Blackmore vitamins from counterfeiting with advanced tracer particles	
<b>COMPANY / ORGANIZATION</b>		
<b>KEYWORDS</b>	Counterfeiting, authenticity, brand protection, tracers	
<b>INDUSTRY AREA(S) AFFECTED</b>	<b>Point of purchase – Retail</b> <b>Counterfeit prevention</b>	
<b>ISSUE ADDRESSED</b>	Counterfeit products pose as a persistent threat to the integrity of brands and their products, as well as consumers who are misled into buying them. According to the international Chamber of Commerce, the value of the global counterfeit market is over US\$1 trillion. It continues to grow rapidly as typical anti-counterfeiting solutions can often be replicated with relative ease and accuracy.	
<b>SOLUTION</b>	<p>Australian brand protection company YPB has signed a two-year Master Supply Agreement (MSA) with Blackmores, an Australian health products company, to deploy its anti-counterfeit technology to Blackmores' vitamin range.</p> <p>YPB's anti-counterfeiting solution uses tracer particles that is integrated into inks, plastics, paper, textiles, and coating to create protected packaging. Once applied, the tracer particles cannot be removed, destroyed, or reproduced. To verify the authenticity of products protected by YPB, a scanner developed by the company is used to detect the presence of the tracer particles.</p>	
<b>EXPECTED BENEFITS</b>	<b>Brand and consumer protection:</b> YPB's tracer particles have the potential to provide a secure anti-counterfeiting solution for brands. As the particles cannot be removed, destroyed, or reproduced after application, mimicry of the technology is nearly impossible. Additionally, the particles cannot be detected with the naked eye or without the use of a dedicated YPB-developed scanner, making it difficult for counterfeiters to determine which products use or do not use the technology.	
<b>CASE LINK</b>	<p>AIPIA, <i>Vitamin Products DownUnder Protected by Tracer Particles</i>  <a href="http://www.aipia.info/news-Vitamin-Products-DownUnder-Protected-by-Tracer-Particles-662.php">http://www.aipia.info/news-Vitamin-Products-DownUnder-Protected-by-Tracer-Particles-662.php</a></p> <p>Packaging News, <i>Blackmores signs anti-counterfeit deal with YPB</i>  <a href="http://www.packagingnews.com.au/news/blackmores-signs-anti-counterfeit-deal-with-ypb">http://www.packagingnews.com.au/news/blackmores-signs-anti-counterfeit-deal-with-ypb</a></p>	
<b>CONTACT INFORMATION</b>	<p><b>Blackmores Head Office</b>                  20 Jubilee Avenue,                  Warriewood                  NSW, 2102                  Australia  <b>Phone:</b> +61 2 9910 5000</p>	<p><b>YPB Systems (USA)</b>                  30012 Ivy Glenn Dr. Suite 100                  Laguna Niguel, CA                  92677</p>