

[M-TAG/NANOBRICK]

TITLE	An intuitive anti-counterfeiting solution through Nanobrick's magnetically-stimulated nano-material technology
COMPANY / ORGANIZATION	
KEYWORDS	Anti-counterfeiting, brand protection, authenticity, security, nano-technology
INDUSTRY AREA(S) AFFECTED	Point of Purchase – Retail Commonly counterfeited products – clothing, electronics, food, liquor, medication
ISSUE ADDRESSED	The issue of counterfeited goods is an ever-persistent and growing issue – due to active online trade and an open information environment. Especially in Asia, fake products circulate online and offline market spaces, thus presenting a challenge to consumers who wish to buy genuine products. Additionally, companies vulnerable to counterfeiting see a loss in sales.
SOLUTION	<p>Nanobrick has developed the M-Tag product certification to verify the authenticity of products and eliminate the potential for counterfeits. In the form of an ultra-thin sticker, this technology uses nanoparticle-functional materials that react when exposed to electric or magnetic fields. This reaction is expressed in changes in colour and/or transparency, indicating whether its associated product is genuine or counterfeit.</p>  <p>Any common magnet (refrigerator magnets, magnets within mobile phones, etc.) can be used to activate the tag, which stops functioning if it is removed from its attached product.</p> <p>Additionally, the M-Tags can be used in conjunction with Nanobrick's M-Check software – a mobile phone app. Here, consumers can use their mobile phones to scan M-Tags, which are embedded with QR codes, to verify the authenticity of a product or trace its distribution channel through the M-Check app.</p>
EXPECTED BENEFITS	Preventing the distribution and sale of counterfeited goods: The user-friendliness of Nanobrick's M-Tag technology means both distributors and consumers can easily and quickly verify the authenticity of a product. The colour-change verification makes it simple to distinguish counterfeits, and once the tag is removed from the product it is impossible to reuse, making it tamper-proof.
CASE LINK	<p>AIPIA, <i>Making Cosmetics Safer in Asia</i> http://www.aipia.info/news-Making-Cosmetics-Safer-in-Asia-602.php</p> <p>Nanobrick, <i>M-Tag (Magnetically Colour Tunable Anti-counterfeit Label)</i> http://www.nanobrick.co.kr/eng/index/0303.php?part_idx=2&goods_idx=42</p> <p>Nanobrick, <i>M-Check</i> http://www.m-tag.co.kr/ENG/html/introduce03.php</p>
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