

Brand Protection

Advanced Labeling Solutions To Safeguard
Your Company's Most Valuable Asset

Overt

Covert

Global Track & Trace

RFID

Brand Protection

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Monitor And Protect Your Assets As They Travel Through The Global Supply Chain.

Why Protect?

Brands are exposed throughout the supply chain to the risk of counterfeiting, diversion and other forms of intellectual property infringement that detract from both their immediate and long-term value. Industry sources estimate the annual cost of pirated and counterfeit goods in the hundreds of billions of dollars, some 5–7% of global trade. It's a problem that can not only impact revenue for a brand owner, but also negatively affect consumer perception of the brand, further eroding its value. However, there are steps you can take to safeguard your brand, and our custom-tailored security solutions are key among them.

How We Can Help?

Avery Dennison's Brand Protection is a comprehensive set of labeling solutions that allow you to monitor and protect your assets as they travel through the global supply chain.

Avery Dennison is strategically positioned to serve the apparel and retail markets wherever goods are sourced. Our secure, global manufacturing capabilities allow us to supply your labeling with the highest degree of consistency while seamlessly integrating security technology into your existing branding program.

By combining anti-counterfeit labeling solutions with our web-based global tracking applications, we are able to deliver unprecedented control, visibility, and access to information around the world to assist you with protecting your brand.

Customized Programs

Our expertise in the apparel industry uniquely positions us to deliver a customized brand protection program built around:

- Cost-effective integration into core labeling
- Ease and practicality of detection
- Multi-tiered security options
- Production requirements (washability, fade resistance, environmental stability)

Our brand protection experts will collaborate with you to develop a comprehensive and customized anti-counterfeiting program with proven brand protection solutions as well as new security technologies. All to keep you well ahead of the counterfeiters.

More Brand Protection Solutions

With a diverse selection of brand protection solutions, our advanced technology portfolio integrates the latest overt and covert security technologies. Combined with our innovative label design and leading edge software applications, we are prepared to meet a wide range of labeling requirements. Avery Dennison is the single global source that you can rely on to provide a unified solution set for all your brand protection labeling needs wherever they may be required.

Here's What Avery Dennison Can Offer You:

Overt Security Solutions

These are visible technologies that can be used for both investigative and consumer validation of product authenticity. They normally can be viewed with the naked eye or a handheld magnifier.

Covert Security Solutions

These technologies are not intended for consumer use. They almost always require the use of a viewing device ranging from a magnifier to more complex analytical equipment. Covert technologies are often used as a second level of security in combination with overt technologies.



Global Track & Trace

The globalization of garment manufacturing, the speed at which retailers and brands introduce new styles into their collections, and the need for real-time information require a tracking solution that combines the power of focused data management with the availability of information via the Internet. Avery Dennison's Global Track & Trace is just such a program. This proprietary data management program ties together serialized numbering schemes on labels with tracking, factory label printing audits, and raw material tracking. And it can serve as the foundation upon which to build the most comprehensive security labeling program in the market by offering the following:

- High security
- Complete label logistics
- On-demand reports on orders and shipments tracked throughout the supply chain
- Royalty validation and licensing
- Ease of product identification and authentication by field investigators
- Improved stock control
- Fast, reliable service from a leading global company
- Accessible Information 24/7 via the Internet

Radio Frequency Identification (RFID)

As a leading provider of RFID solutions to the apparel and retail industries, Avery Dennison stands ready to deliver item-level authentication that goes beyond today's techniques of optical security. Our RFID solutions ensure integrity and visibility across the entire global supply chain, facilitating immediate product authentication and shipment tracking while reducing the risk of counterfeiting and diversion.

Safeguard Your Company's Most Valuable Asset

Contact your local Avery Dennison sales representative to find out more about developing a customized brand protection program.

