**tesa connect & check: Direct on-site security checking**

**Hamburg, 02 May 2013.** The EU estimates that eight billion euros are lost in Europe every year due to imitation products, and this trend is on the increase. Simple labels with serial numbers have for a long time not guaranteed adequate counterfeit protection. Unique identification of each product with a physical verification system that can be quickly and easily checked is the only way to ensure security. The tesa connect & check security concept by tesa scribos combines brand protection with online verification and actively involves consumers in the process of preventing counterfeit products. Customers, retailers and investigators can check a product directly on site via mobile phone, notebook or PC. As shown in the image, consumers can, for example, scan the QR code with their smartphone directly at the point of sale and enter the security code. The range of products that can be checked is particularly diverse and extends from items of clothing to parts for the manufacturing industry. The data is sent to the connect & check website. If the code is valid, the visible security features of the label are explained and the user is interactively guided through the checking process. Only once the user has checked all the features the website confirms the item's authenticity. The connect & check website can be opened in any browser on a PC, notebook or mobile phone and the security features of the label verified for authenticity. Experts and customs investigators also have the option of logging in via the tesa connect & check extranet where they can check the concealed security features that are only visible with a magnifying glass or a special reader.

1,736 characters, including spaces

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About tesa scribos

As a full subsidiary of tesa, tesa scribos GmbH is part of tesa SE, a company in the Beiersdorf Group. Since being established in 2001, the company has become synonymous with expertise in the fields of security and identification, focusing on counterfeiting protection, product tracing, document protection and anti-tampering devices. With years of experience in the conceptual design, development and implementation of customer-specific product protection measures, tesa scribos offers a comprehensive customer advisory service, practicable security concepts and effective protection technologies for manufacturers of original products such as car spare parts, electronic components, chemicals, luxury goods and cosmetics. Customers of tesa scribos include leading global companies such as Bosch, Castel, Continental Aftermarket, Danfoss, George Gina & Lucy, Mammut, Motor Service International (MSI) and Sennheiser. tesa scribos solutions include tesa PrioSpot, tesa VeoMark, tesa CodeSeal, tesa SecuritySeal, tesa IdentSeal and tesa SecurityPrint. More information on these products can be found at http://www.tesa-scribos.com/eng.