**tesa VeoMark – efficient counterfeit protection**

**Hamburg, 27 May 2013.** Companies are increasingly facing the problem of counterfeit versions of their products. A particularly sensitive aspect of this is the smuggling of counterfeit components onto the production line via suppliers. tesa VeoMark is a readily identifiable security solution from the tesa scribos range that deters counterfeiters and reinforces consumer confidence. This solution offers effective protection in a wide variety of segments, from electronic components to clothing and automotive spare parts. Each security label is inscribed individually using tesa VeoMark Imaging Technology. As shown in the image, in addition to the high-resolution, customised design, the label integrates both visible and concealed security features with a code that is unique to the item in question. This code on the labels cannot be copied using either printing or holographic technology. The code is always inseparably linked to its security label, making each label truly unique and therefore counterfeit-proof. The label shimmers in rainbow colours under direct light; under indirect light, silver and black structures are visible. As with tesa PrioSpot, some security features are clearly visible on tesa VeoMark, while others are concealed and can only be read by experts using a special device.

1,353 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.