**Press Release**

**tesa scribos product protection technology receives Blue Shield Award 2015**

***The Chinese product and brand protection organisation Security Identification Union (SID) commends tesa scribos security solutions for the automotive industry***

**Heidelberg / Beijing, 01. December 2015. At the 10th Security Document Summit in Beijing, the Chinese organisation Security Identification Union (SID) awarded the Blue Shield Award 2015 to tesa scribos security solutions for the automotive industry.**

The Security Identification Union (SID) is a Chinese product and brand protection organisation which focuses on combating product piracy. It promotes international exchange between authorities, brand owners and solution providers, in order to realise optimum security solutions. Each year, the organisation awards the Blue Shield Award to international providers of security solutions. This year, tesa scribos came out on top with its impressive product protection solutions for the automotive industry.

**Automotive industry a target for counterfeiters**

The efforts of organisations like the SID are important, because the Chinese market is one of the markets especially targeted by counterfeiters. Although these counterfeiters operate across a range of industries, the automotive industry is particularly badly affected. Spare parts such as filters, shock absorbers and windscreen wipers are among the products counterfeited – often in large quantities. This is as much the case for Chinese goods as for products from foreign manufacturers. Counterfeit products lead to huge financial losses and can cause long-term harm to a brand image. They also pose a serious safety risk, because automotive spare parts directly influence the safety of vehicles and therefore of users.

**Innovation ensures reliable product and brand protection**

To ensure vehicle safety and protect brand owners from financial losses, reliable product and brand protection is essential. The security solution used must always meet the highest technical standards in order to create an impenetrable barrier for counterfeiters. To guarantee this, tesa scribos uses a high-resolution inscription process developed in-house. With this technology, various security features are integrated into tesa VeoMark and tesa PrioSpot security labels on up to seven verification levels. This unique inscription process means that the security labels cannot be counterfeited and ensures reliable authenticity verification. The SID has now honoured the outstanding performance of tesa scribos security technology with the Blue Shield Award 2015.

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Please find photos and further information online: <http://www.tesa-scribos.com/eng/company/press_centre>

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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 spare car parts, electronic components and consumer electronics, wine and spirits, chemicals, luxury goods, pharmaceuticals and cosmetics. Customers of tesa scribos include leading global companies such as Bosch, Castel, Continental Aftermarket, Danfoss, Mammut, Motor Service International (MSI) and Sennheiser. tesa scribos solutions include tesa PrioSpot, tesa VeoMark, tesa connect & check, tesa CodeSeal, tesa SecuritySealing, and tesa SecurityPrint. More information on these products can be found at [www.tesa-scribos.com](http://www.tesa-scribos.com)