

RECONNAISSANCE AUTHENTICATION NEWS[®]



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Eltronis Helps to Put the Brakes on Counterfeits

A leading provider of brake technology, TMD Friction, has incorporated a new tamper-evident label from security print specialist Eltronis onto its Textar brake parts, to better protect its customers from a rise in counterfeit goods.

The PROriginal safety seal was designed together with Eltronis from its enSeal range following discussions with TMD, which had identified tamper evidence and authentication of Textar brake parts as being key to its brand protection programme.

A sophisticated label design has been created which is clearly visible on Textar boxes, and instantly signals that the contents are protected. Eltronis used its experience of materials, gained in protecting pharmaceutical goods, to ensure that the labels would adhere firmly to the packaging.

The label is placed over the top and side of the box and must be broken to access the part. An easy to tear strip device helps users open the box and provides effective tamper evidence. At the same time, the removal of the strip reveals a unique security code that enables instant verification of the Textar part.



Packaging label for Textar brake parts.

Consumers are presented with both a QR code and a 12-digit alphanumeric code, both of which are uniquely linked to the product. Scanning the QR code using the Textar app or entering the 12 digit code into a dedicated website provides instant confirmation as to whether the part is genuine, and details the steps to take if it is identified as being fake or if the code has already been used.

Marco Loth, Vice President at TMD Friction, said: 'counterfeits are becoming an ever-greater threat in the brake industry. They often contain prohibited materials such as asbestos or do not offer the same performance or comfort as original brake pads.'

To underline this message, the PROriginal safety seal is being launched under the slogan 'Safety Starts with the Packaging.'

TMD Friction also plans to extend the range of brands protected with enSeal and will add the PROriginal safety seal to cover all their major brands, including Nisshinbo which is tailored to the Asian automotive aftermarket.

Pete Smallwood, Business Manager for Eltronis, said: 'we are increasingly seeing brands across many different sectors look at labels as a means to validate and protect their goods. Effective protection and authentication build confidence in a brand and enable it to stand out from the competition.'

'It is great to see TMD work so hard to protect its customers and take a clear stand against product piracy, and we are delighted to deliver this practical and impactful solution.'