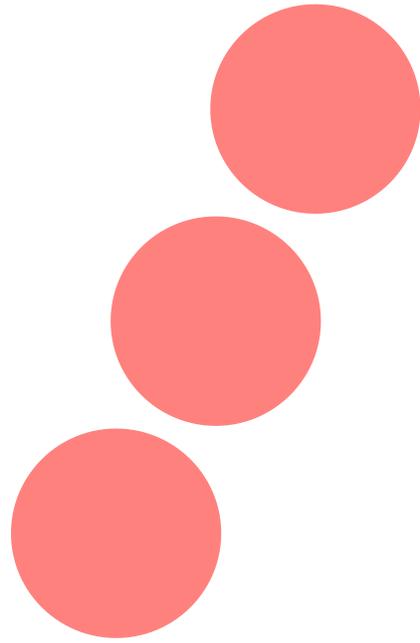
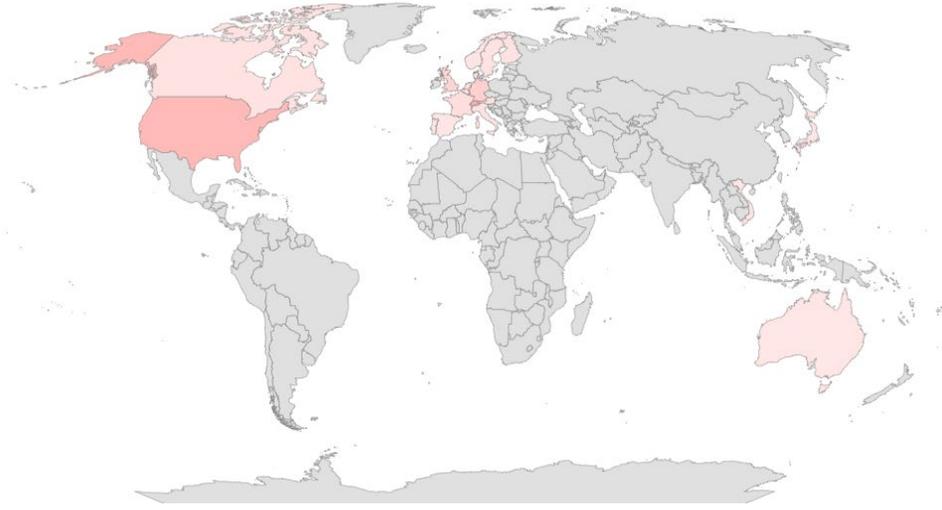


Brand Protection & Anti-Counterfeiting

Safeguarding your Brand - Technologies and Strategies

About Us



With over 39 years of experience, we have gained the knowledge to identify the optimal security solutions to protect your brand from counterfeiting and set goals for future visions.

Our team at 3D AG supports you in taking the right decision with a holistic approach. With a risk, requirement, and performance analysis, the product and brand protection solution can be carefully chosen, effectively promoted, and properly implemented.

21 Countries



120 Active Clients

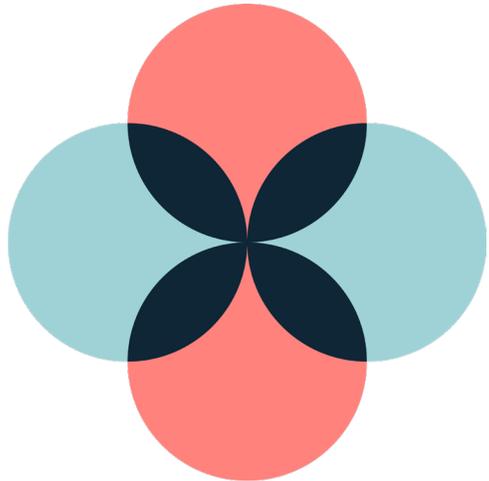


40 Industries



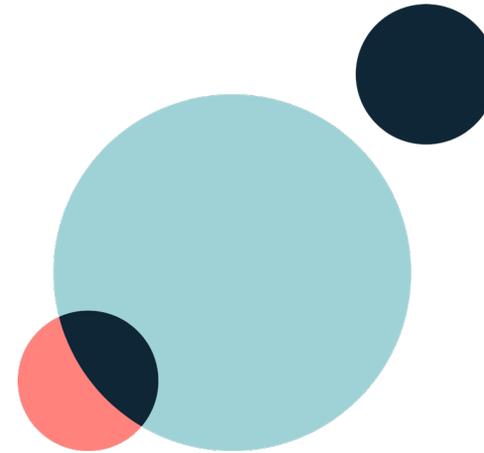
Client concentration: United States & DACH

Our Two Worlds



Brandbuilding & Security Partner

High-security, digitalization and consumer engagement solutions tailored for brands and governments.



Micro & Nano Lab

Your innovation and development partner in micro and nano technologies.

Introduction

Navigating the Anti-Counterfeiting Landscape

Counterfeiting Challenges:

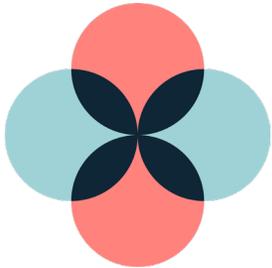
In a landscape where counterfeit products run rampant, brands face a formidable challenge. The relentless surge in counterfeit goods not only undermines legitimate businesses but also erodes consumer confidence.

Unmasking and combatting these threats require a proactive approach fueled by innovative solutions and a commitment to brand protection.

Protection Importance:

we embark on this exploration of anti-counterfeiting strategies; we'll uncover the diverse arsenal at your disposal. From cutting-edge technologies to strategic measures, our focus is to empower you with the knowledge and tools to shield your brand from the pervasive threat of counterfeiting.

By embracing these strategies, you not only preserve the integrity of your products but also reinforce the bedrock of consumer trust upon which your brand stands.



Facts & Numbers

Impact of counterfeiting

- **Revenue Loss**
- **Brand Reputation Damage**
- **Legal and Regulatory Challenges**
- **Consumer Safety Risks**
- **Supply Chain Disruptions**
- **Loss of Innovation Advantage**
- **Customer Relationship Damage**
- **Resource Drain on Anti-Counterfeiting Measures**

Numbers

- **Global Economic Impact:** Counterfeit goods account for approximately **2.5% of global trade**, equating to around **\$464 billion annually**.
- **EU Trade Impact:** Imports of counterfeit products into the EU amounted to **€119 billion (\$134 billion)**, representing up to **5.8% of EU imports**.
- **Growth Projection:** The global trade in counterfeit goods market is estimated to reach **\$1.79 trillion by 2030, accounting for 5% of global trade**.
- **Industry-Specific Losses:** The pharmaceutical sector faces losses up to **\$217 billion per year** due to counterfeit drugs, endangering consumer health and undermining brand trust.
- **Job Market Effects & Supply Chain Vulnerabilities:** The rise of e-commerce has increased the complexity of supply chains, making them more susceptible to counterfeit infiltration.

Security Labels: Holograms

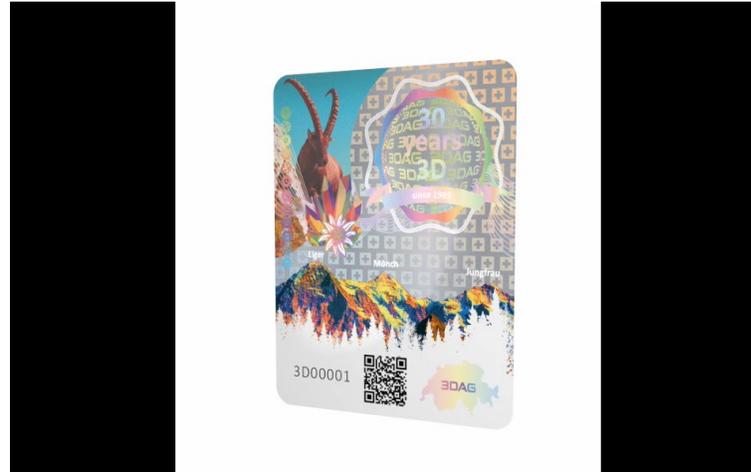
Elevating Authenticity Through Holographic Innovation

Holograms & Soorce3D 360° Protection



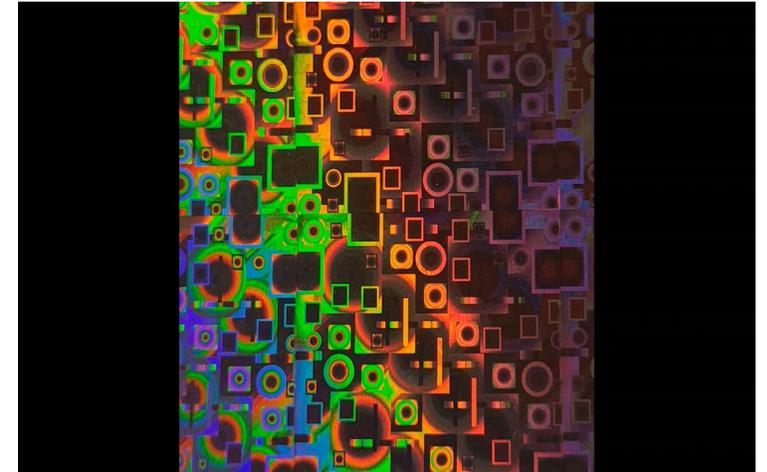
Immerse your brand in an impenetrable shield with holographic security labels. If interested in safeguarding your brand and ensuring product authenticity, explore the possibilities of integrating holographic security and blockchain-based tracking into your packaging

Trust, Authenticity, Cost-Effective:



Holograms not only serve as an emblem of trust and authenticity but also provide a cost-effective solution against counterfeiting. By seamlessly integrating holographic labels into your products, you enhance their perceived value while fortifying your brand's resilience against illicit duplication.

Hologram Design



We offer a collection of over 600 named patterns, meticulously developed in-house, designed to distinguish your brand in a market challenged by counterfeiting. Certain designs, such as those featured on toothpaste packaging, these are exclusive and not available for other companies.

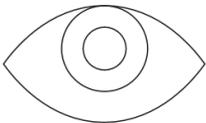
Security Features: Exploring Hologram Stickers & Smart Labels

- QR-Codes
- DM-Codes
- Black Print
- Demetalization
- Serialization
- UV-Print
- Tamper Evidence
- Encapsulation

Levels of Authenticity: Overt and Covert Security Features:

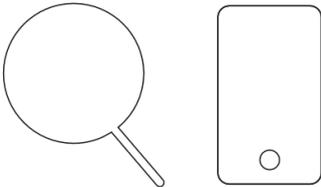
To ensure authenticity, two security levels come into play: overt and covert. Overt features are visible and recognizable, while covert features require specialized tools. Together, they establish a comprehensive multi-layered approach, safeguarding products and documents.

1. Level Authentication



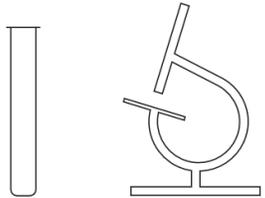
Overt

2. Level Authentication



Covert

3. Level Authentication



GarmenTrust: Textile Revolution

Embracing Innovation in Anti-Counterfeiting



Revolutionizing Textile Protection:

Introducing GarmenTrust, an innovation that merges anti-counterfeiting technology with textiles. Tamper-proof holographic stickers are seamlessly embedded into textiles, sportswear, and fashion. This breakthrough not only bolsters product authenticity but also withstands the rigors of daily wear and washing, ensuring long-lasting protection.

Empowering Authenticity:

GarmenTrust transforms textiles into a canvas of trust. Each sticker tells a tale of genuineness, thwarting counterfeit endeavors while enhancing consumer confidence. Experience the fusion of aesthetics and security and explore the new frontier of textile-based anti-counterfeiting technology.

soorce3D: Unique Serialization & Blockchain Forging Unbreakable Links Against Counterfeiting

Securing with Serial Numbers:

Date	Country	City
Apr/18/2023, 16:27:49	DE	Berlin
Apr/18/2023, 16:24:17	DE	Frankfurt am Main
Apr/18/2023, 16:24:02	DE	Frankfurt am Main
Mar/24/2023, 09:27:03	DE	Kaiserslautern
Mar/24/2023, 09:19:35	DE	Kaiserslautern

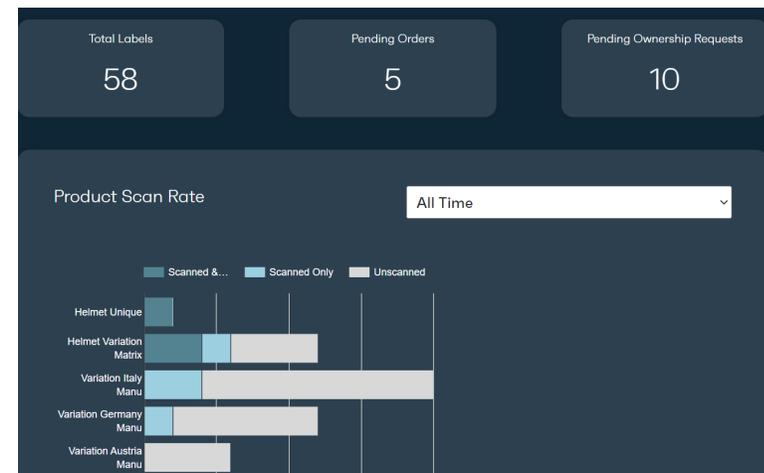
Elevate your brand protection strategy with the power of [unique serial numbers](#). By assigning distinct codes to each product, you establish an unassailable foundation of authenticity. These serial numbers serve as a guarantee of genuine products, deterring counterfeiting attempts and enhancing consumer trust.

Blockchain: Unveiling Authenticity:



Journey into the digital realm with [blockchain](#) technology. Embrace a secure and transparent ecosystem where each product's journey is meticulously recorded and accessible to consumers. Blockchain distinguishes genuine products from counterfeits, enabling your consumers to engage with trustworthy data points and make informed choices.

Exploring Supply Chain Transparency:



Unique serial numbers and blockchain redefine supply chain control. [Trace your products](#) at every stage, from creation to point of sale, ensuring transparency and minimizing risks. Empower your brand with a cutting-edge approach that not only safeguards against counterfeits but also streamlines your supply chain operations.

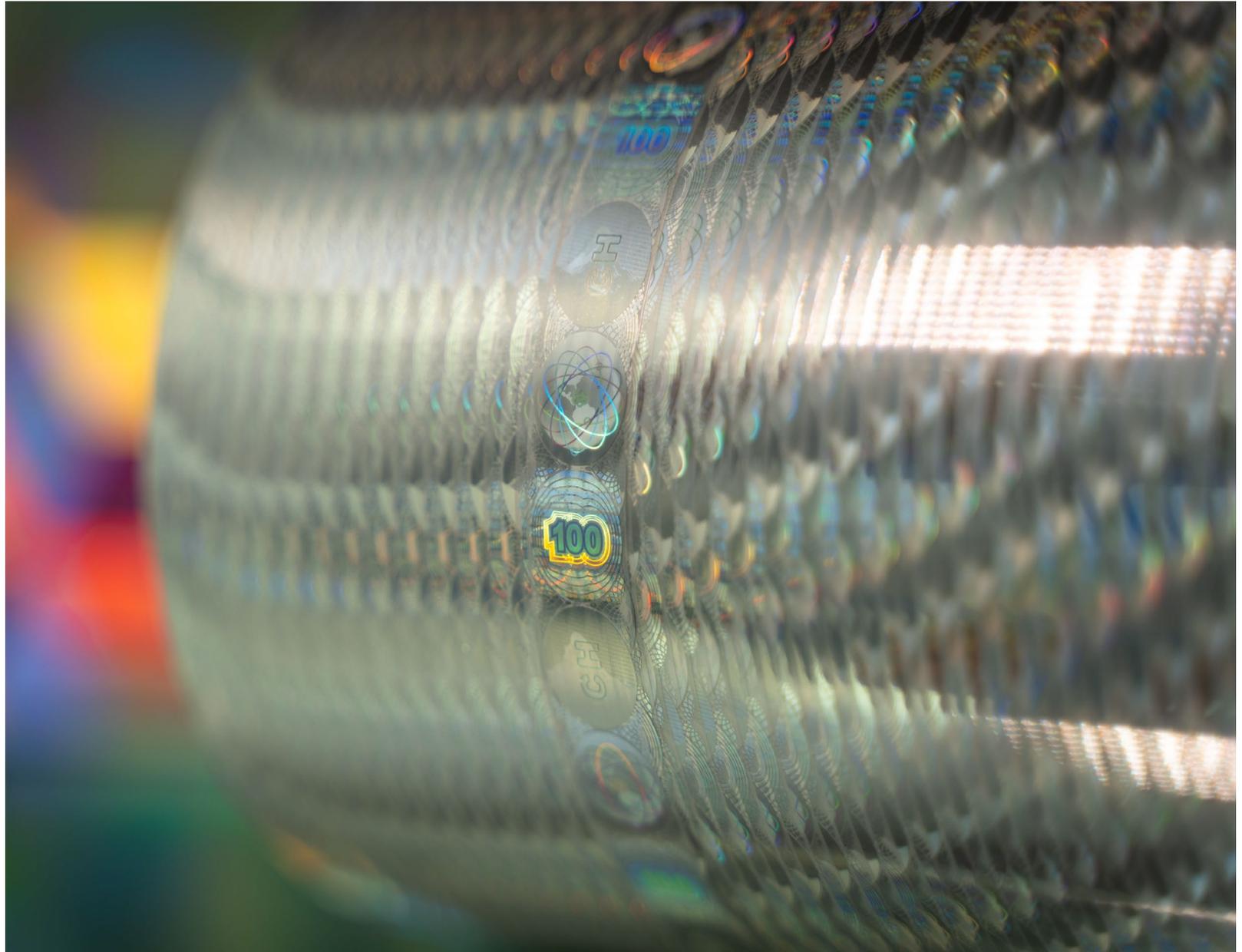
Origination of DOVID & OVD Security Features

Advanced Hologram Design

Leading in designing and originating secure holograms for banknotes, passports, and IDs. Our graphics resonate with national identity, portraying professionalism.

Regulate, Protect, Succeed:

Crafting features like transparent overlays, threads, and patches. We offer extensive tender support, including design options, pricing samples, and iterative enhancements for precise customization.



Comprehensive Manufacturing Process From Inception to Completion



Applications:

By tailoring our expertise to diverse applications, we redefine security standards and provide solutions that safeguard integrity and identity across industries.

- **Banknotes:** Elevating Authenticity
- **Passports:** Protecting Identity
- **ID Cards:** Securing Credentials
- **Precious Metals and Coins:** Unveiling Uniqueness
- **Credit Cards:** Enhancing Payment Security





3D:AG

Your Trusted Partner in Brand Protection

Innovative Expertise: Pioneers of advanced brand protection solutions, driving constant evolution against counterfeiting.

Tailored Solutions: Customized options, ensuring seamless integration with your brand's identity and goals.

Unyielding Security: Fortified solutions with cutting-edge features to safeguard authenticity and outsmart counterfeiters.

Collaborative Approach: Partnerships built on collaboration, understanding, and exceeding expectations.

Global Reach: Solutions that span industries and borders, impacting brand protection worldwide.

Proven Trust: Trusted by renowned brands, a name synonymous with innovation, trust, and results.

Do you have any questions?

Get in touch!

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Thank You!

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