**Press Release**

**Day of Intellectual Property: this is how consumers and manufacturers protect themselves against product piracy**

**Heidelberg, 26 April 2016. Regrettably, in the wake of globalisation and the growing volumes of online trade, the theft of ideas and brand piracy are now an unfortunate reality. The importance of effective protection of copyright is underscored today by the World Intellectual Property Organisation (WIPO), staging its World Day of Intellectual Property for the 16th year in succession. For years, German customs have been battling against the inflow of counterfeit goods**: **in 2015, it mounted 23,000 targeted operations and withdrew counterfeit branded goods and products from the market with a combined value of €312 billion (see graph). The product pirates line their pockets with illicit earnings at the expense of brand owners and they put jobs at risk. A particularly lucrative line for these counterfeiters involves the copying of pharmaceuticals, something which can have potentially lethal consequences for consumers. For that reason, in 2015, the customs authorities stepped up their search for fake pills to an enormous extent, and impounded 3.9 million tablets. That figure is more than four times what was confiscated in the previous year. For the most part, fake pharmaceuticals come from China, India and Thailand.**

Well then, how can brand owners and consumers best protect themselves against fake products? Counterfeit goods are becoming increasingly difficult to distinguish with the naked eye from their original counterparts. One efficient countermeasure to adopt against counterfeiters is to apply a consistent policy of product protection. Every more brand providers use security labels from tesa scribos to identify pharmaceuticals, handbags, watches or spirits with individual and counterfeit-proof features – these imbue their products with an unmistakable form of verification on their way to the international delivery chain.

**The Heidelberg product and brand protection specialist combines its security technologies, developed in-house, with trendy technologies such as NFC (Near Field Communication), RFID (Radio Frequency Identification) and QR codes. This enables consumers, customs officials and originators to leverage the benefits of inductive communication and to distinguish within seconds, using a smartphone or an RFID scanner, between the genuine article and counterfeit items. This is based on the prerequisite that the standard technologies need to be supplemented: “Until now, the transmission of product identification numbers via NFC or RFID has been an uncertain process because the carrier media (chips and tags) can be procured online from anywhere on earth and, in a similar way to barcodes (and this is also true of QR codes), constitute reproducible technology standards. These electronic identification technologies only provide effective protection against counterfeit goods if they are combined with dependable and visually verifiable forms of evidence such as those produced by tesa scribos”, explained** Volker Hahn, International Marketing Director at tesa scribos.

Graphics and text material are available online [here](http://www.tesa-scribos.com/eng/company/press_centre).

**Further links:**

[**2014 report by the European Commission**](http://ec.europa.eu/taxation_customs/resources/documents/customs/customs_controls/counterfeit_piracy/statistics/2015_ipr_statistics.pdf)

Every year, the European Commission publishes a report on the goods confiscated by customs authorities that are suspected of infringing intellectual property rights such as trade names, copyrights or patents.

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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 and MS Motorservice International. 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)