**Press Release**

**tesa BevSeal: a new solution for protection against counterfeiting and refilling of original bottles**

***The combination of various leading protection technologies provides maximum security for wines and spirits.***

**Heidelberg, 09 March 2015. For connoisseurs, exclusive wines and spirits are a treat for the palate and usually a financial investment, too. It therefore causes great upset when counterfeiters fill the bottles with a cheap blend rather than the expensive original product – not to mention the damage it causes to the image of vineyards and distilleries. The new brand protection solution tesa BevSeal, specifically developed for the wine and spirits industry, reliably protects against the refilling of original bottles, bottle counterfeiting and grey-market trading. Tesa scribos will present the new product for the first time at Wine Track in the French town of Beaune on 13 March.**

Tesa scribos combines several leading protection technologies in the new brand protection solution tesa BevSeal. The adhesive seal, tesa security seal, is applied to the neck of the bottle in such a way as to make it difficult for sealing caps to be removed and original bottles refilled. It connects the neck seal to the bottle, meaning it cannot be removed either by applying hot or cold temperatures. When it is opened, the security seal is destroyed so retailers and consumers can see at a glance if the bottle has been tampered with.

Thanks to the coding (a sequence of numbers and letters), which is specific to each individual item, the security seal is also unique. The coding is repeated on the seal on multiple verification levels, both visible and concealed. The security labels, tesa PrioSpot or tesa VeoMark, are different from easy-to-copy features freely available on the market, such as embossed holograms or printed paper labels: a unique laser lithography process provides maximum protection against tampering and counterfeiting. Tesa scribos has developed this proprietary and anti-counterfeiting labelling technology itself and is continually extending its technological lead.

**Checking authenticity with a smartphone**

Another component of tesa BevSeal is the tesa dtect App: in order to distinguish original drinks quickly and unmistakeably from counterfeit products, suppliers of branded wines and spirits can integrate the functions of the tesa dtect App into their own brand app. The mobile application simplifies the process of authenticity verification for consumers, retailers and customs officials. The QR-code reader in the tesa app scans the tesa PrioSpot or tesa VeoMark security code and transmits it securely to a database. The database then interactively checks the code and explains to the user how to easily distinguish originals from counterfeits based on the security label.

Finally, tesa BevSeal also offers effective protection against the grey-market trading of fine wines. With tesa trust & trace, it is possible to trace the journey of an original bottle along the supply chain by means of physically secure, item-specific coding and integration in track & trace systems. This not only prevents the trade of branded products through unofficial distribution channels, it also serves to collect evidence for breach of contract in the event of a claim.

**A tailor-made solution to meet customer requirements**

Because every premium spirit is unique and is manufactured under highly specialised conditions, tesa scribos individually customises the tesa BevSeal protection solution. Irrespective of whether the manufacturer wants a particularly striking feature that immediately catches a customer's eye, whether he wants to apply the label with or without a sealing function and to have a logical connection between the features on the seal and the bottle: the brand protection expert combines various seals and security features according to requirements.

Visitors to Wine Track, a scientific symposium on new technologies for the identification and authentication of wines and spirits, can see this new solution in action first-hand on 13 March in Beaune. In France, the Bordeaux & Bordeaux Supérieur Winemakers’ Association as well as the Saint-Emilion Wine Council use counterfeit protection solutions from tesa scribos and recommend them to their members.

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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, George Gina & Lucy, 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/)