



[CAPSEAL/BAYER]

TITLE	Bayer unveils security ‘cap’ to fight fake crop protection products
COMPANY / ORGANIZATION	
KEYWORDS	Security, anti-counterfeiting, brand protection, authenticity
INDUSTRY AREA(S) AFFECTED	Point of Purchase - Retail Agriculture – Crop protection
ISSUE ADDRESSED	The proportion of counterfeit crop protection products have seen a rise globally. A 2015 study commissioned by the European Commission’s Directorate-General for Health and Food safety estimated that 10 percent of all crop protection products in Europe are counterfeits.
SOLUTION	<p>Bayer has released a new security cap to address the increasingly prevalent problem of counterfeit products in the crop protection market. Called CapSeal, this technology features visual security features (such as a holographic image and a seal, which is broken once the package is opened) and uses QR codes to verify the authenticity of products.</p> <p>A smartphone and an accompanying app reads the QR code on the CapSeal cap, which is then compared with a database to determine the authenticity of a product within seconds. In the event of a counterfeit product or other issue, consumers can contact a Bayer representative directly through the CapSeal app.</p> 
EXPECTED BENEFITS	Brand protection - counterfeits As the proportion of counterfeit Bayer products rises, CapSeal is a way for consumers to easily verify and protect themselves from counterfeit Bayer products. Likewise, features of the app make it easy for consumers to identify and report fakes directly to Bayer, adding another layer to counterfeit-protection.
CASE LINK	<p>AIPIA, <i>New Security Cap Fights Crop Protection Fakes</i> http://www.aipia.info/news-New-Security-Cap-Fights-Crop-Protection-Fakes-590.php</p> <p>Bayer, <i>Bayer CapSeal protects against counterfeit crop protection products</i> http://www.press.bayer.com/baynews/baynews.nsf/id/Bayer-CapSeal-protects-against-counterfeit-crop-protection-products</p>
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