
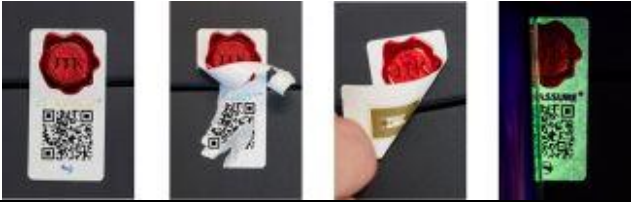


**[EXTRASSURE SEAL/JUJO THERMAL & STARCKE]**

<b>TITLE</b>	Tamper-proof seal developed by Jujo Thermal and Starcke	
<b>COMPANY / ORGANIZATION</b>		
<b>KEYWORDS</b>	Counterfeit, tamper-proof, NFC, QR, hologram, RFID, UV	
<b>INDUSTRY AREA(S) AFFECTED</b>	<b>Point of Purchase – Retail</b> <b>Counterfeit prevention</b>	
<b>ISSUE ADDRESSED</b>	The counterfeit trade is one that directly affects both businesses and consumers. Traditional counterfeit prevention solutions, such as security paper, is becoming insufficient as they are easily replicated or altered. Thus, solutions employing a multilayered security structure is needed to discourage the sale of fake goods.	
<b>SOLUTION</b>	<p>Finnish companies Jujo Thermal and Starcke have unveiled a security solution called the EXTRASSURE tamper evident seal to address counterfeiting. The seal combines the security features of Jugo Thermal’s paper security technology EXTRASSURE with RFID technology, EU-approved pharmacy glue, hologram, hot foil, QR code, UV verification, and die cutting.</p> <p>An optional RFID tag allows product identifiers remotely readable. Combined with a background system, the RFID tag turns the EXTRASSURE seal into an all-in-one tool for tracking, authentication and product information. The reading distance varies from touch reading to up to ten meters. For close range identifiers, smart phones can be used as readers.</p> 	
<b>EXPECTED BENEFITS</b>	<p><b>Counterfeit prevention:</b></p> <p>The EXTRASSURE seal is difficult to counterfeit, yet easy and quick to authenticate, either with designated readers, smart phones, or under UV lighting. Its tamper-evident feature protects the product from being tampered with before reaching the consumer. These features combine to offer an ideal solution where the authenticity of a product must be secured and the time provided for its verification is limited.</p>	
<b>CASE LINK</b>	<p>AIPIA, <i>Tamper Evident Seal is One Step Ahead of the Bad Guys</i>  <a href="http://www.aipia.info/news-Tamper-Evident-Seal-is-One-Step-Ahead-of-the-Bad-Guys-657.php">http://www.aipia.info/news-Tamper-Evident-Seal-is-One-Step-Ahead-of-the-Bad-Guys-657.php</a></p> <p>Jujo Thermal, <i>EXTRASSURE® – ONE STEP AHEAD OF THE BAD GUYS</i>  <a href="http://www.jujothermal.com/counterfeiters-are-not-taking-any-summer-holidays/">http://www.jujothermal.com/counterfeiters-are-not-taking-any-summer-holidays/</a></p>	
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