




## [SPEEDTAP TAG/THINFILM AND MARIA & DONATO]

<b>TITLE</b>	Thinfilm integrates its SpeedTap tag with luxury handbags to fight fraud	
<b>COMPANY / ORGANIZATION</b>		
<b>KEYWORDS</b>	Anti-counterfeiting, brand protection, authenticity, security, NFC	
<b>INDUSTRY AREA(S) AFFECTED</b>	<b>Point of Purchase – Retail</b> <b>Counterfeit prevention</b>	
<b>ISSUE ADDRESSED</b>	Issues of fraud, including counterfeiting, are a growing concern in the broader luxury goods market. According to Thinfilm, luxury brands and other high value items are often “prime targets for counterfeiters, given the value and prestige associated with the products they produce”. Thus, customers are in danger of being misled into purchasing fake goods, while brands are threatened with financial loss and a diminished reputation, as inauthentic products are often of much poorer quality.	
<b>SOLUTION</b>	<p>Thinfilm has partnered with leather-goods manufacturer Maria &amp; Donato to integrate its SpeedTap tags into M&amp;D’s handbag solution to curb counterfeiting, while also enabling the ability to provide consumers with additional product and brand information. Each tag is uniquely identifiable and impossible to replicate.</p> <p>Thinfilm’s SpeedTap tags are thin (less than 300 µm thick), flexible NFC labels that can detect a product’s “factory sealed” and “opened” states as well as wirelessly communicate content. Once the tag is tapped with an NFC-enabled smartphone, the tag communicates with the cloud wirelessly and provides the user with authentication information, serial numbers, digital media, and other relevant content as determined by the brand or manufacturer.</p> <p>The SpeedTap tags support 13.56 MHz high-frequency operation for compatibility with fixed and mobile NFC RFID readers (from smartphones to industrial readers). The tags also support popular data structures, such as 96-bit GS1 EPC.</p>	
<b>EXPECTED BENEFITS</b>	<b>Brand protection and improved consumer experience:</b> The flexibility and covert traits of the SpeedTag allows brands to integrate the technology however and wherever they want. The tags can be programmed to provide consumer engagement features, security and authentication features, or both at the same time. As luxury items such as M&D’s handbags are very vulnerable to counterfeiting, SpeedTap’s anti-replication and cloud-connected security features make it harder for counterfeiters to pass off fake products as authentic, keeping brands and consumers protected.	
<b>CASE LINK</b>	<p>AIPIA, <i>It’s in the Bag...Handbag!</i>  <a href="http://www.aipia.info/news-Its-in-the-Bag-Handbag-609.php">http://www.aipia.info/news-Its-in-the-Bag-Handbag-609.php</a></p> <p>Thinfilm, <i>Thinfilm and Maria&amp;Donato Make Luxury Handbags Smart with NFC Technology</i>  <a href="http://thinfilm.no/2016/06/28/thinfilm-and-mariadonato-make-luxury-handbags-smart-with-nfc-technology/">http://thinfilm.no/2016/06/28/thinfilm-and-mariadonato-make-luxury-handbags-smart-with-nfc-technology/</a></p>	
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