

Pendant tags

Bilcare Technologies can embed the anti-counterfeiting tag in a plastic pendant which can be physically linked to the item during the manufacturing and assembly process and even in the delivery to the retailer, up until the exact moment of sale.

This facilitates monitoring the supply chain, internal processes and inventory. The pendant can be used as a seal, whose removal proves the legitimate shipment or sale.

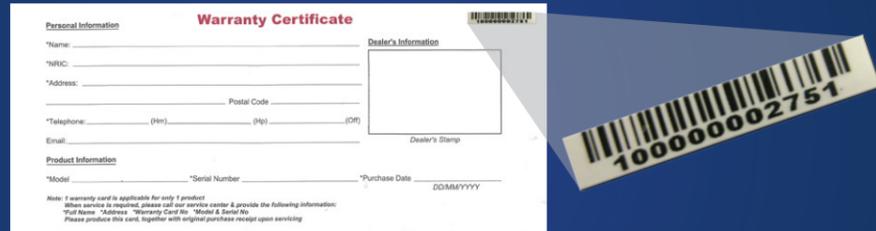
PENDANT TAG



Adhesive secured barcodes

The easiest way to authenticate an item, a part or a component. The anti-counterfeiting feature is covered under the barcode film. Bilcare Technologies can also supply an applicator for high volume automation of, for example, creating paper authenticity certificates or warranty cards.

ADHESIVE SECURED BARCODE



Web based service and community

No to Fakes provides up-to-date information on counterfeiting news and views, through which it proactively fights counterfeiting. It is a web portal for brand owners and consumers alike. Through their own custom-made pages, brand owners can inform their customers on how to avoid counterfeits whilst marketing the genuine article as the best buy. It puts you the brand owner directly in touch with your customers who wish to avoid fakes and buy genuine products. The service also allows you to have an early warning of potential counterfeit versions of your product.

NOTOFAKES.COM



Tagging premium products with Bilcare nonClonable™ features

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Bilcare Technologies provides the solution to protect your brand value and fight counterfeiting

Bilcare Technologies

Bilcare Technologies' mission is to develop and deliver innovative tracking, tracing and authentication solutions that securely exchange identification information. Bilcare Technologies aims to be the technology leader in protecting brands, property and goods and, as such, can provide you with the right solution to your brand management problems.

Counterfeiting in luxury markets

Counterfeit products of all kinds are a global cause for concern. Today's counterfeit products are created using highly sophisticated technology. The final customer and buyer can be unable to recognize counterfeited watches, jewelry and luxury accessories from the original products and the problem gets worse considering the on-line distribution channels. The victims of this are premium brand owners and original contract manufacturers that focus on quality.

Financial loss is just the tip of the iceberg

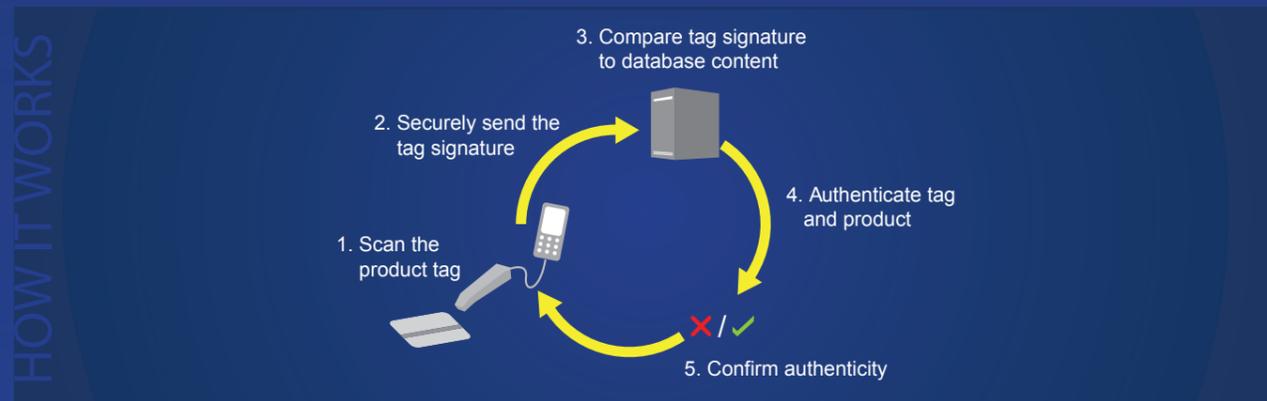
The concept of brand and brand loyalty, as well as company reputation and history, greatly impact on consumer decisions to buy a particular product. Leaving your brand vulnerable to counterfeiters or other dangers can lead to loss of good faith, loss of brand image and of course, loss of revenue.

The solution is nonClonable™ identification

Bilcare Technologies would like to introduce you to its nonClonable™ solution; patented and patent pending technology providing a very flexible and secure system.



The technology behind nonClonable™ is based on a unique 'materials fingerprint' that is virtually impossible to replicate, consisting of micro- and/or nano-scale features embedded within a material. Just as each human fingerprint is unique, so too are naturally occurring objects unique – think, for example, of the pattern of bark on a tree. Similarly each piece of metal, plastic or ceramic is disordered and unique when viewed on the micro-scale (one millionth of a meter) or nanoscale (one billionth of a meter). Consequently each object has its own fingerprint which can be used to uniquely identify it.



Until now, identifying the characteristic microscopic or nanoscopic features of objects has required extremely expensive and sophisticated equipment. However, our anti-counterfeiting features are read using an inexpensive proprietary scanner, which can connect securely through the internet to a central authentication service (via a simple PC or mobile connection). Each fingerprint produces its own unique signal and since it is created from naturally occurring intrinsic disorder even we are unable to reproduce one. This inexpensive and highly secure solution empowers brand owners to implement strong authentication mechanisms anywhere in the supply chain.

In addition, the system can provide manufacturers, distributors, vendors and customers with extremely valuable, customized information. The nonClonable™ solution can easily be used to:

- Discourage and prevent your product from being counterfeited
- Prevent contract manufacturers from selling production overruns or defects as genuine products through illicit channels
- Keep control of inventory differences inside the company
- Track sales to consumers in real-time and automate stock management and replenishment locally, regionally and globally
- Promote brand loyalty and fidelity through customer relation management
- Strengthen the emotional content and exclusivity of the purchase through authentication at the point of sales
- Manage warranty after sales process
- Trace your product back to the production source and monitor the distribution

Prevention is better (and cheaper) than cure

Counterfeiting, parallel imports and grey markets. Through our consultancy services, both technical and from a business/supply chain point-of-view, we can also prevent those problems from ever arising. Protecting your brand with nonClonable™ will ultimately save you money and time, as well as leading to improved customer relationship management and warranty management.

Our solution is already supplied to the following market:

- Automotive
- Pharmaceutical
- Fashion

Products and services

Smart cards

Bilcare Technologies provides highly secure cards each with a unique fingerprint that is prohibitively difficult to replicate - the distinctive feature of the nonClonable™ system. These cards are provided and activated at the moment of sale together with the product, can be used as warranty cards or loyalty cards in the after-sales process. In fact, the microchip



of the card can support product and buyer data, while the stripe under the barcode provides the added value of a secured unique feature guaranteeing authenticity. Authenticity can be proven by swiping the card in the reader at the collection point. Artwork is customizable.