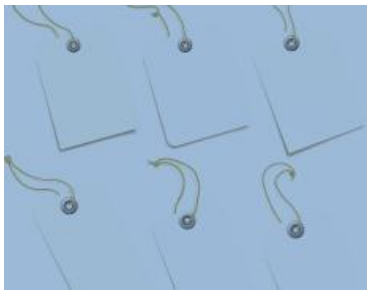
Anti-counterfeiting and anti-piracy technology guide

https://euipo.europa.eu/anti-counterfeiting-and-anti-piracy-technology-guide

Tags

Tags can be made of various materials and their main purpose is product identification. However, they can also provide wider brand protection, especially when combined with other technologies (for example, RFID, inks, holograms) However, their ability to authenticate products will largely depend on how securely the tag is attached to the product. They are therefore most effective when used in combination with another technology.



Used for

- Authentication

Suitable for

- Very small products
- Small products
- Medium-sized products
- Large products

Goes on

- Product
- Packaging

Can be used for

- Physical products

Visibility

- Visible

Reading device needed

- No

Connection to server

- No

Description

Tags are effective ways of identifying products and proving authenticity, particularly when combined with more advanced technologies, such as holograms, RFID tags, OVI inks or tracer fibre. They are usually attached to the product by resistant threads – nylon strings, chains, etc. However, the limit of tags lies in how strong the threads are.

Uses

Tags can be attached to almost any type of product.

Implementation

Implementing this technology will require changes to be made to the stage in the production process at which labels are attached to the product or packaging. As with other types of labels, partly or fully automated solutions are available for those tags that do not need to be applied manually, depending on the quantity to be applied.

Cost

The costs associated with tags are fairly low, but will vary according to type of material, attachment and combination with other technologies.

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