

## **StellaGuard™ Security Label**

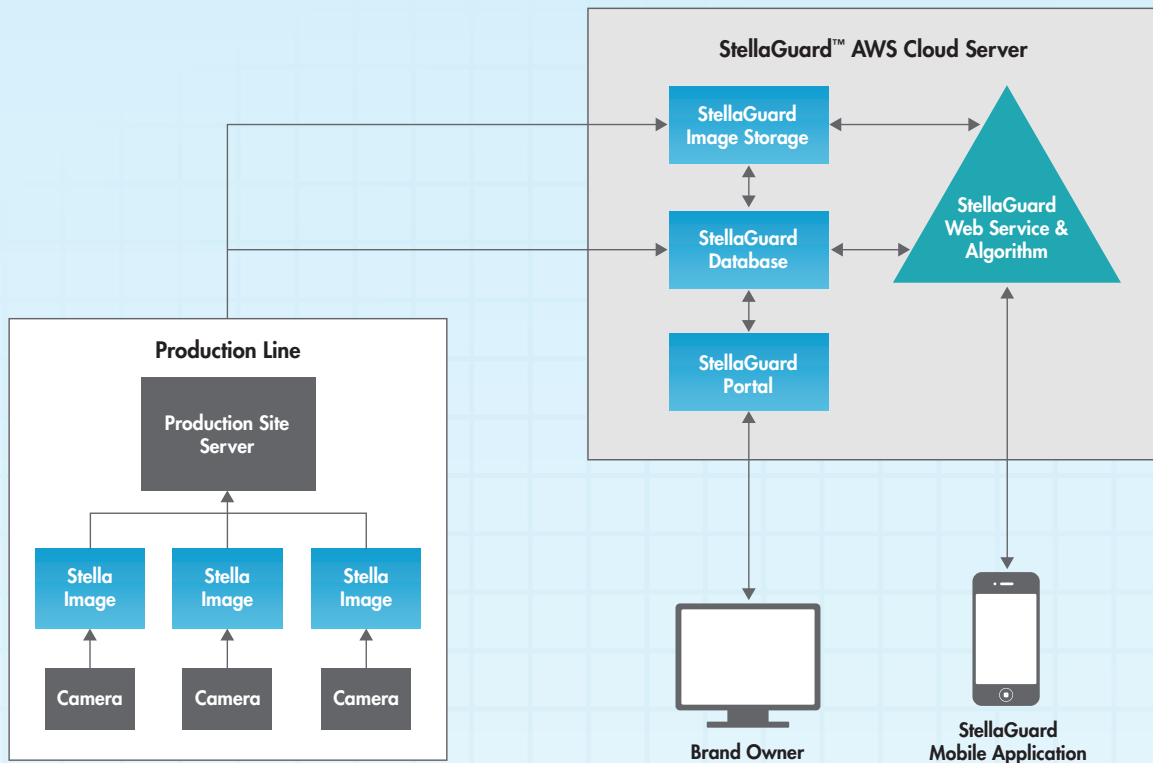
CONVERGING SMART TECHNOLOGIES  
TO PROVIDE UNIVERSAL BRAND PROTECTION

The StellaGuard solution leverages the benefits of a barcode and connects it with a three-dimensional visual reference that provides instantaneous authentication with copy-detect protection. StellaGuard is a patented and elegant solution to protect your assets, enabling trusted stakeholders, including customers, to authenticate a product using common everyday smart devices.



### **Benefits:**

- ☆ **Detect Counterfeiting & Diversion**
- ☆ **Copy-Detect Protection**
- ☆ **Real-Time Information**
- ☆ **Geo-Positioning Tracking**
- ☆ **Comprehensive Business Benefits**



## FAQ's

### Q1. Why is the StellaGuard Security Label so secure?

A. A random pattern of holographic symbols are embedded in the proprietary label film when it is manufactured. Each label has its own signature that is as unique as each star in the galaxy.

### Q2. Why is the StellaGuard Security Label better than a barcode?

A. Barcodes are easily copied, while the StellaGuard Security Label is copy-detect due to the physical properties of the stars. Additionally, connecting the serialized barcode with the StellaGuard Security Label on the packaging line creates two-layers of protection.

### Q3. Is StellaGuard an authentication tool or a serialization code?

A. Both. As an authentication solution linked to the barcode it supports your serialized codes and protects the uniqueness of all codes from duplication.

### Q4. Is StellaGuard compliant with the European Union Falsified Medicines Directive?

A. Yes, StellaGuard can be used with any existing serialization platform to comply with the FMD safety feature regulations.

### Q5. What other business functions are enabled by StellaGuard?

A. Because copy-detect provides integrity to barcodes, StellaGuard can improve common business services like recalls, returns processing, new product tracking, gray market trade detection, tracking sample products, supply-demand balancing and uncovering trade in unauthorized channels.