



# BRAND PROTECTION TECHNIQUES FOR FLEXIBLE PACKAGING

Fighting fraud with innovative security features



## Serialized QR Codes

### WHAT IT IS

The Pouch House's digital presses can imprint QR codes that are associated with unique sequential numbers.

### HOW IT WORKS

A quick scan of the QR code tells the consumer if the unique number is already in use, indicating the product is a counterfeit.



## Microtext

### WHAT IT IS

Our digital presses are able to print tiny, intricate characters or symbols onto a label or package.

### HOW IT WORKS

The characters can only be clearly viewed with a magnifying glass or other technology and are virtually impossible to photocopy.



## Watermarks

### WHAT IT IS

Digital technology allows us to print a unique design, pattern or symbol onto a product's label or package.

### HOW IT WORKS

The absence of a watermark is an obvious flag that the product may be a fake.



## Invisible Inks

### WHAT IT IS

We can print security codes and unique patterns onto a label or package using ink that is invisible to the naked eye.

### HOW IT WORKS

These images only appear when viewed under UV light or an infrared camera — printed effects that are extremely difficult for counterfeiters to engineer.