



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.