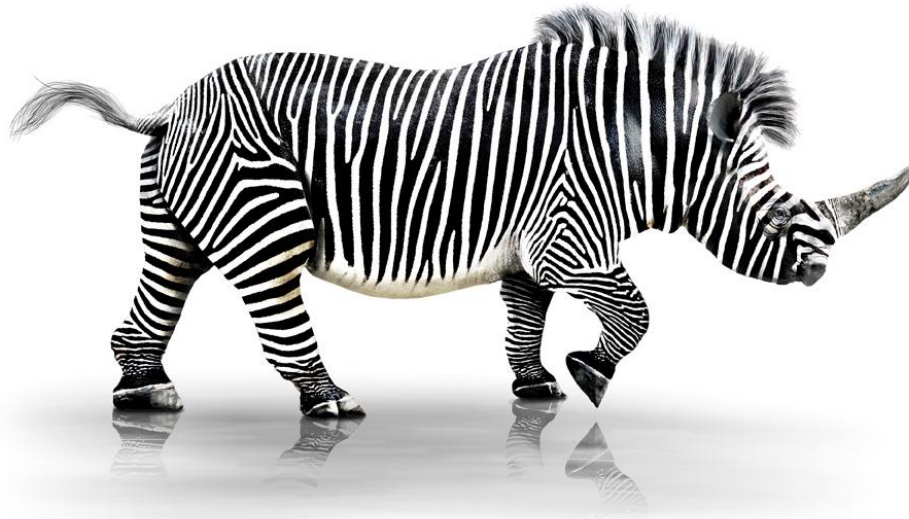


Anti- Counterfeiting Label

FORGE GUARD

Original or fake?

Don't let yourself be fooled!



► Easy to be confused?



May be here not. In the free economy it's very often more difficult to distinguish original or fake products.

Thereby fakes often cause enormous losses.

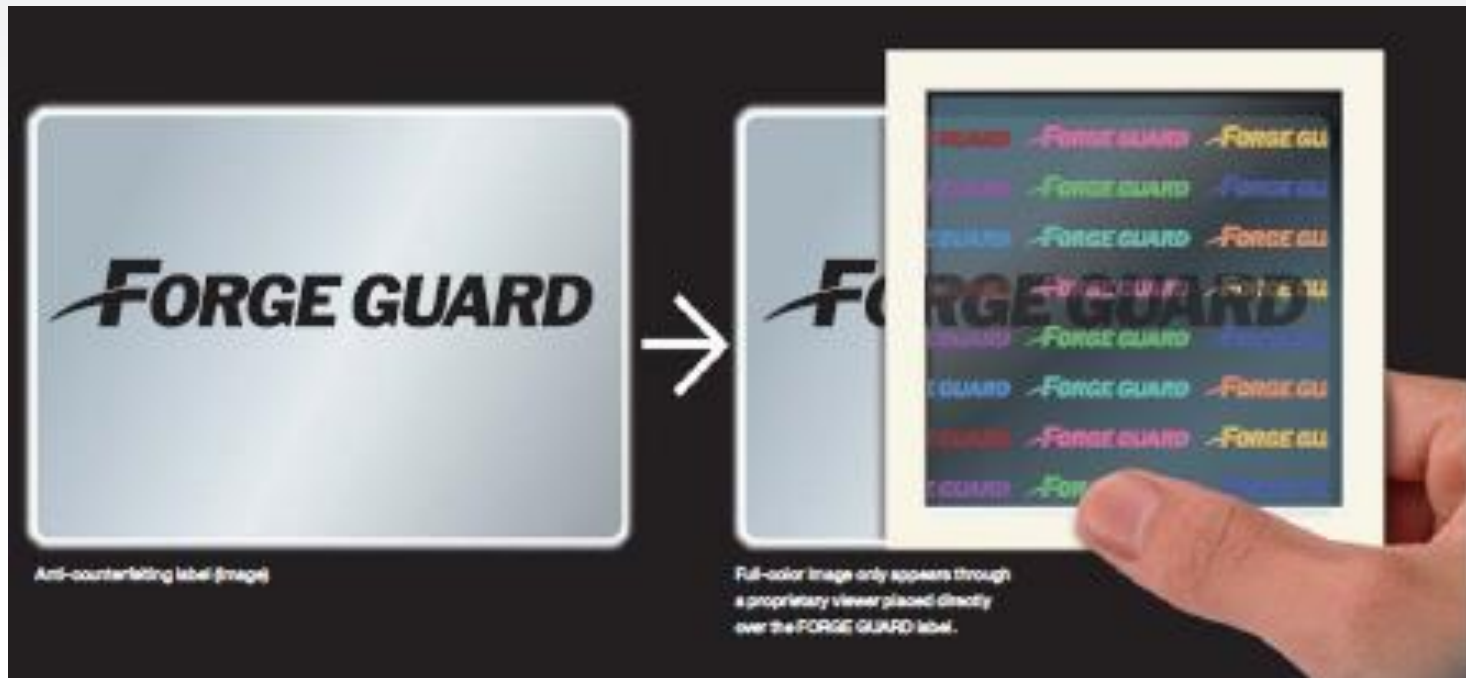
▶ No Comparison to the original!



Fakes aren't only cause for loss in sales – fakes also damage the image of the originals.

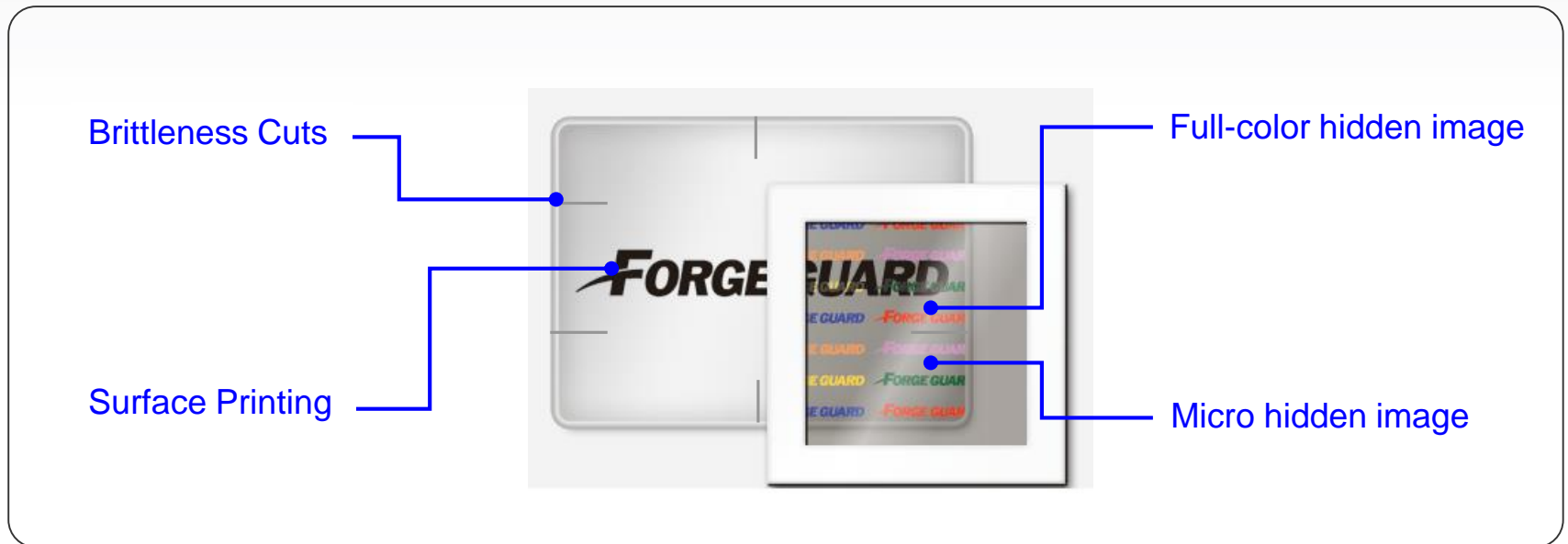
Anti-Counterfeiting Label

FORGE GUARD

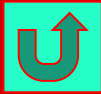


FORGE GUARD® Anti-Counterfeiting Label

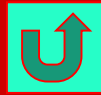
- Full-color hidden image creates highly protected security label
- Superior heat, light and water resistance
- Authenticity is easily judged by everyone



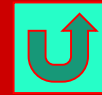
Highest
Security



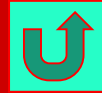
High
Durability



Easy
Judgement

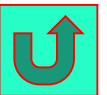
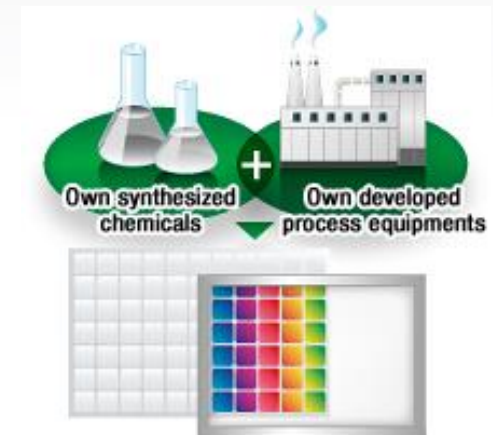


Reasonable
Costs



Full-color hidden image creates a highly protected security label

- FG can have full-color texts and images as hidden information in the label.
- This unique technology is based on FUJIFILM's own synthesized chemicals
- Internally developed process equipment
- Strict process control.
- The resulting full-color image is virtually impossible to copy due to its wide range of colors, shades and complex resolution designs.



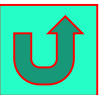
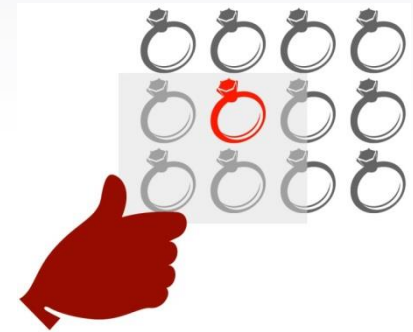
Superior heat, light and water resistance

- The full-color hidden image of FG is resistant to severe outdoor conditions such as high temperature, high humidity and sunlight.
- The full-color hidden image was stable at 200° C for 5 hrs in a practical test.
- 500 lux for 20 years in a simulation test completed at FUJIFILM' s laboratory.



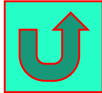
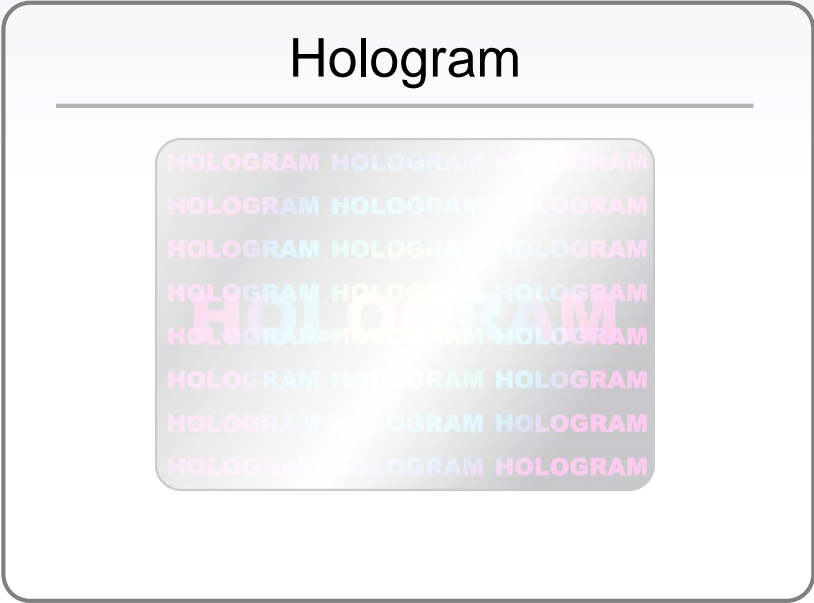
Everyone can easily judge

- A clear full-color and detailed hidden image appears simply by placing the proprietary viewer directly over the security label.
- FG requires no additional technical or language skills.
- No capital investment
- No additional technologies
- Anyone can easily verify the authenticity of products anywhere.



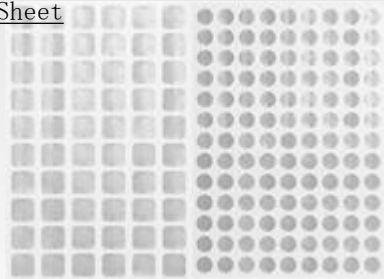
► Flexible design with minimum

FORGE GUARD requires low initial costs despite many possibilities of design- and color combinations with different sizes.



Seal label

Labels on Sheet



Minimum order quantity : 100,000 labels

*To be asked in case of below the minimum order quantity.

Labels on Substrate-Roll



Options

- Surface Printing (1 to 4 colors)
- Auto Peeling Equipment Adaptability
- Auto Labeler Adaptability
- Brittleness Cuts
- Positioning of Hidden Image



Surface Printing
Brittleness Cuts
Example

Square: 7mm × 7mm, 10mm × 10mm, 14mm × 14mm,
18mm × 18mm, 22mm × 22mm, 26mm × 26mm, 33mm × 33mm

Round: Diameter 7mm, 10mm, 14mm, 18mm, 22mm, 26mm, 33mm

Bulk Roll



Minimum order quantity : As even amount rolls

140mm width × 100m length, 140mm width × 300m length

Parts label



Minimum order quantity : 100,000 labels
*To be asked in case of below the minimum order quantity.

Paper label size: 45mm × 70mm

FORGE GUARD size: 45mm × 3mm

Tag label



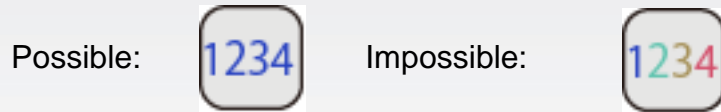
Minimum order quantity : 100,000 labels

*No option less than 100,000 labels

3mm × 12mm
(Tag size: 22mm × 12mm)
22mm × 12mm
(Tag size: 22mm × 12mm)

Hidden Image Numbering

1. Color: Standard 12 colors (refer FG color palette)



2. Character: Number (0~9), Alphabet (A~Z), Number and Alphabet (except “I” and “O”)

Possible: A008, A009, A00A, A00B, ...
Impossible: A008, A009, A010, A011, ...

3. Size S (small), M (middle), L (large)

- * Can not choose the size of each digit.
- * Can choose special edition for Codan.

4. Digit 4digits, 8digits, 12digits

Standard Viewer



Card Type Viewer : 55mm × 90mm
(Surface print is present as default)

Minimum order quantity : 10 viewers

Card size is 55mmx90mm and viewer size is 20mm x20mm.

When you want to judge a product, you view the FORGE GUARD® label through the viewer's window.

Small Viewer



Small Handy Viewer : 15mm × 45mm

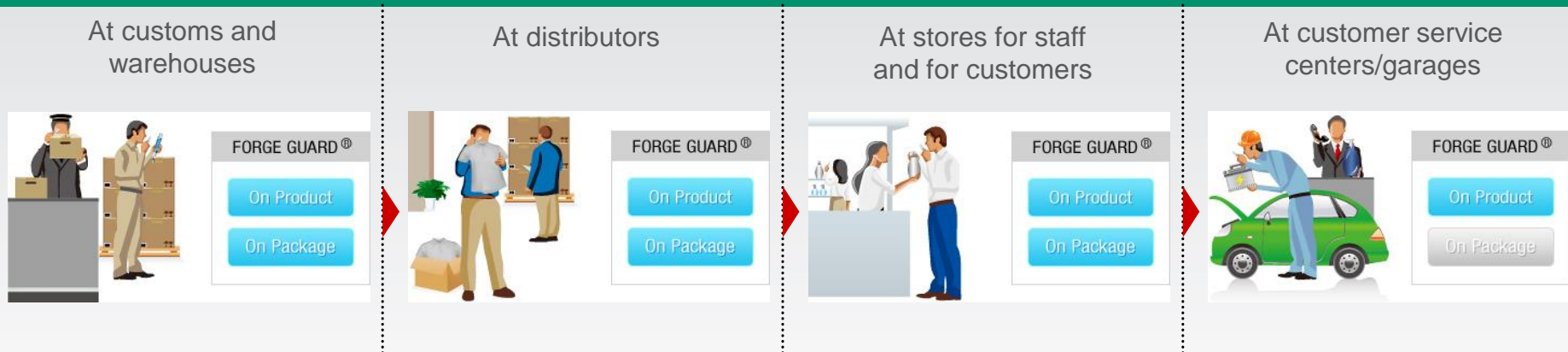
Minimum order quantity : 10,000 viewers

*To be asked in case of below the minimum order quantity.

Small viewer size is 15mmx45mm.

When you punch a hole and put it on a string, you can use it as a viewer card to let customers judge by themselves.

► Possible uses for FORGE GUARD®



To protect brand

To stop/reduce counterfeit products

To stop/reduce lost sales opportunities

To realize better customer service

On Product

On Package

At store

Customer

FORGE GUARD can be used to easily and quickly verify goods at multiple locations in the distribution channel

Being highly durable, FORGE GUARD can be used on products exposed to severe environments

Uses by existing customers

Product / Industry	Purpose (FORGE GUARD® functional keyword)	Customer
Automobile fuel filter	To check fake or genuine. (directly put on product, heat resistant)	Hino Motors
Construction machine parts	To refuse repair caused by counterfeit consumables at site.	Confidential
Sportswear	To keep brand image and sales. (resistant to washing and drying)	Yonex
Water purifier	To keep brand image and sales. (resistant to washing and drying)	Confidential
Fishing rod	To keep brand image. (resistant to outdoor usage)	Olympic
Shampoo bottle	To keep fake product out. (resistant to high humidity and temperature)	Confidential
Watch	To prevent gray market/parallel import. (flexible design change)	Confidential
ID card	To identify person easily and properly.(High security and easy verification)	Confidential
Metal detector	To authenticate genuine products. (resistant to outdoor usage)	Codan
Slot machine	To prevent illegal reuse of popular machine. (high security)	Confidential
Shoes	To prevent gray market/parallel import.	Krongthip Innov.

Additional Customer Reference Information can be found at www.fujifilm.com/products/forge_guard/#examples

► Why FORGE GUARD?

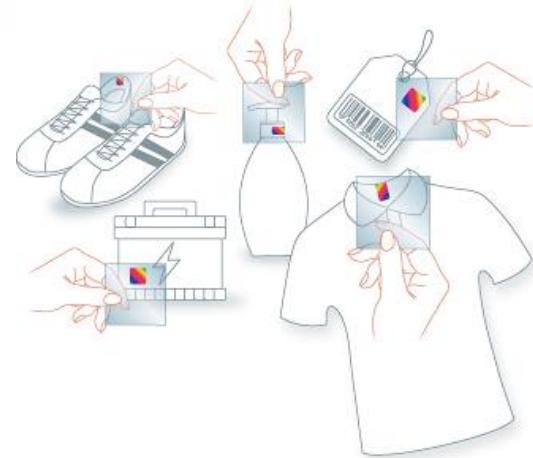
Holograms themselves can be counterfeited

Hologram technology is widely used in security labels. But today many manufacturers in emerging countries are also able to produce security labels...even with advanced hologram technology. As a result, the market can no longer rely on the hologram as an effective anti-counterfeiting tool.

FORGE GUARD can easily verify the authenticity of a genuine product

FUJIFILM developed FORGE GUARD incorporating unique technology that makes it virtually impossible to counterfeit.

It's a new security label that has strong covert anti-counterfeiting capabilities combined with easy-to-use verification functionality



Forge Guard demonstrates strong performance in this area with test results showing no change for both standard washing cycles as well as dry cleaning

Evaluation Item	Result	Test condition
Heat Stability	No Change	110°C * 5sec with Iron
Washing test	No Change	- Wash by 0.1wt% detergent aq for 20 minutes - Rinse for 20 minutes - Natural dry
Dryer test	No Change	- Dried in tumble dryer at 80°C until dry
Dry cleaning test	No Change	- Wash by following solvent for 35 minutes @35°C <ul style="list-style-type: none"> • MMB(3-Methyl-3-methoxybutanol) • anion surfactant • non-anion surfactant • water - Tumbler dry *This test was run by independent institution. *This test condition is standardized by JIS (Japanese Industrial Standard).

Note: The above test results do not represent label quality under every condition; results using your specific conditions may vary.

FORGE GUARD® Samples

FUJIFILM



▶ **Thank for your intention!**