

## Anti-Counterfeiting - Packaging Trends & Technology

A One Day (short) Course - 15th January 2015

Counterfeiting of products and packaging is a multi-£billion business which is growing at an alarming rate. Everything from branded CD's and handbags, through to pharmaceutical products are affected. The latter results in many thousands of deaths every year. But what can we do about it? Well, there are many ways to tackle this but a strategic approach is required to stay 'one step ahead' of the counterfeiters. This course will help you identify the issues, look at emerging packaging trends and technologies, including all sorts of overt (visible) solutions such as holograms and covert (hidden) solutions including various printing and coating technologies and then help you develop a strategy to move forwards. Bring YOUR OWN PACKS along for a FREE COUNTERFEIT-AUDIT.



### Course Content

#### The Underlying issues -

- Size of the counterfeiting problem
- Key drivers & cost of losses
- Methods of counterfeiting
- Mass serialisation, Track & Trace, Tamper Evidence & Anti-theft

#### Different Protection Approaches -

- Brand protection & authentication
- Marking Assets - traceability
- Methods of product security marking
- Overt, covert & forensic methods
- The 4 levels of protection

#### Various Technologies Available -

- Watermarks, holograms, chemical & optical change inks, covert taggants, DNA tagging & molecular markers etc...
- Emerging technologies: mobile phone & web-based solutions
- Pros & cons of each technology
- NB Lots of HANDS-ON EXAMPLES to view, touch, pass around

#### Interactive Evaluation OF YOUR PACKS

- Methodologies for success
- Models & tools - to take away
- A FREE AUDIT of your own packs during the workshop (please bring them along)

#### Taking it back into the workplace -

- Taking it back into the workplace
- Strategies for success

### Who should attend

Packaging Technologists

Brand Managers

Packaging and Product Designers

Project Managers

Account Managers

Purchasers & Buyers

Quality Assurance & Control Personnel

New Product Development Personnel

By the end of this interactive course you will have a greater appreciation of :

1. The underlying issues
2. Different approaches to help combat counterfeiting
3. The various technologies available & the pros & cons of each
4. How they could work with your own packs (BRING YOUR PACKS ALONG FOR A FREE AUDIT)
5. How to develop a robust strategy for use in your own organisation

Booking Price £375 +VAT

Fee includes a full set of course documentation as well as refreshments and lunch

Venue: Nottingham, UK. For further details or to register: Email: [training@designcognition.com](mailto:training@designcognition.com) or

Telephone: +44 (0)115 846 1914 or Visit: [www.designcognition.com/training](http://www.designcognition.com/training)

(NB places cannot be reserved without full payment)