

MiBatch®

anti-counterfeiting
material taggant



The Art & Science of Color



MiBatch[®] market

applications

The cost of counterfeiting to consumers and businesses globally is \$600 billion a year. Despite the hearty efforts of government agencies, counterfeiting plastics is a big business. And when it comes to counterfeiting it is not only a big issue financially, but consumer trust, safety, and health are also major concerns. These

are points of emphasis for medical and pharmaceutical products, to name a few, as the use of specified materials is very crucial. For example, if the specified, approved materials are not used then product integrity is completely compromised. Because of this, an anti-counterfeiting measure is important to have as a way for a company to conduct due diligence, provide corporate governance, and oversee corporate compliance at the least.

Plastics Color proudly provides preventative measures with a successful anti-counterfeiting tool called MiBatch[®]. MiBatch is an extremely effective and proactive anti-counterfeit measure, enabling manufacturers and retailers to protect brand identity and ensure supply chain integrity. Once added, they are easy to authenticate but very difficult for criminals to detect and replicate.

Although it can be used across the board, MiBatch is ideally used for high-end and regulated products as it can be a very useful tool in legal claims. The MiBatch additive can help reveal a counterfeit product by showing it does not meet the specified standards, thus identifying the defective product as a fraud.

Another market that benefits from MiBatch is luxury and high-end consumer products, as brand value and reputation are key to continued product sales.

High volume, lower cost markets such as low voltage cable, DVDs, apparel, and toys, should leverage the benefits of MiBatch



MiBatch[®]

about the taggant

It is very hard to discover, yet harder to replicate, MiBatch by attempted counterfeiters. This covert taggant is dosed at the ppm (parts per million) level depending on the end application and detection process desired. Depending on the need, both field and lab authentication processes are available. Also note, MiBatch taggants have no affect on physical, chemical, electrical, or other properties of end-use applications.



multilayered approach

MiBatch provides a multilayered approach to brand protection and must be a part of any risk management plan. The heart of this proactive strategy is providing end-users with the trust, safety, and quality only provided by authentic products.

Consider some of the leading benefits of MiBatch covert material taggants:

- Combat Counterfeiting
- Track Materials
- Monitor Product Integrity
- Manage the Supply Chain
- Minimize Security Risks



MiBatch[®]

covert material taggants



consideration	theirs	ours	explanation
hard to discover		●	ultra low ppm use level
unique materials	○	●	based on a difficult-to-replicate proprietary process
easy to authenticate		●	field and laboratory detection tools available depending on the need
no affect on physical, chemical, electrical, or other properties		●	small particle size; inert and inorganic
reproducible	○	●	scaled manufacturing capabilities
flexibility of development		●	speed-to-market
design directly linked to detection expertise		●	unique service
secure manufacturing process	○	●	valuable to your brand and business



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