

Application Brief

Anti-Counterfeit RFID Labeling



Industry

Manufacturing, Industrial Goods,
Consumer Goods

Products

DuraTran II Thermal Transfer
Paper and Films
TMX1500, TMX2200, TMX3200 ribbons
PM4i, RFID Enabled printer
IF61 Reader
IP30 Reader

Region

North America, LATAM, EMEA

Typical Applications

Anti-Counterfeiting Protection
Regulatory/Compliance mandates
Brand Protection

Customer Benefits

- Product authenticity protection
- Assured compliance with government and industry standards
- Durable, high contrast print for consistent scanning performance
- Reduced total cost of ownership with free printhead replacement program when Intermec media and fixed printers are used together
- On-demand generation of high quality RFID Smart Labels for item traceability
- Increased efficiency and productivity by printing and encoding at the point of activity
- Improved accuracy in shipping, receiving, inventory control
- Optimized performance with an integrated Intermec printer, reader, and Smart Label solution

Industry Need

Counterfeiting is a global phenomenon affecting a wide range of industries. Companies are becoming increasingly aware of the potential negative ramifications of counterfeit parts with altered serial numbers being sourced and distributed in the supplier networks. These substandard parts can escape detection and be deployed in areas such as vehicle and aircraft spare parts and maintenance. Poor product quality, deterioration of the brand, and concern for consumer safety pose a very real threat. Counterfeiting can affect a company's revenue and do incalculable long term damage when a substituted product is associated with a brand causing system downtime or even critical system or product failure. The costs associated with counterfeit parts just in the automotive and aerospace sectors are estimated to be in the hundreds of millions. Companies look to Intermec for labeling solutions that can ultimately protect their products and their brands.

Intermec Solution

To meet the labeling needs of our customers deploying solutions in closed and open loop applications and supplying to users in both the commercial and public sector space, Intermec has combined optical anti-counterfeiting technology with RFID Smart labels. Special covert security inks containing compounds visible only under special UV light sources are integrated into the finished label design during the manufacturing process to provide product authenticity protection. Through the use of a flexible label containing a passive chip in which the critical information is stored, the capabilities of track and trace and product pedigree are greatly enhanced. At the customer site through the use of an Intermec RFID enabled printer, the chip can be encoded with specific product and reference information for additional verification of the authenticity of the part or product. Subsequent barcodes and other human readable information can also be printed on the Smart labels if required at the point of activity for increased efficiency and productivity. Through the use of the Intermec IF61 or IP30 RFID readers, the encryption can be hosted right on the reader for additional security, reliability and speed. This information can then be permanently locked as well as password locked so the stored data on the chip can be read many times but cannot be altered. The combination of special inks and critical information tracking through RFID helps protect genuine products by maintaining the pedigree and supply chain integrity.

Media Products

RFID Gen2 Duratran II Thermal Transfer Labels [Profile](#)

Ribbon Recommendation

TMX1500
TMX2200
TMX3200

Printer Recommendation

PM4i RFID Printer [Profile](#)

- **Smart** – Powerful smart-printing capabilities simplify processes and improve results
- **Strong** – Superior throughput, designed to excel in demanding environments
- **Secure** – Advanced, secure network connectivity options

Reader Recommendation

IF61 Reader [Profile](#)
IP30 Reader [Profile](#)

The Intermec Advantage

Through the use of specialized ink technology coupled with the benefits of encoded RFID chips, Intermec's Smart Labels enable efficient and automatic product verification throughout the supply chain to validate chain of custody. Combined with an Intermec RFID enabled printer, it's an ideal anti-counterfeit labeling solution.

Intermec printers and media are optimized to deliver superior performance when used together. Our rigorous testing and co-engineering ensures consistently high print quality, proven label and tag performance in demanding real-world environments, and maximum print head service life for reduced downtime.

Intermec printers and media are complemented by our complete line of integrated solutions and services, including rugged mobile computers, RFID systems, and advanced scanning technology. Intermec products and services are used by customers worldwide to improve the productivity, quality and responsiveness of their business operations.

Printhead Replacement Program

Intermec will provide no cost replacement printheads, as failures occur due to normal wear and tear, to those customers who use Intermec Media Products exclusively with their Intermec direct thermal and thermal transfer fixed printers. For full details, click [here](#).

For more information

Contact Intermec for more information on RFID solutions tailored to your industry needs.

North America

Corporate Headquarters
6001 36th Avenue West
Everett, Washington 98203
Phone: (425) 348-2600
Fax: (425) 355-9551

North Latin America Headquarters Office

Mexico
Phone: +52 55 52-41-48-00
Fax: +52 55 52-11-81-21

South Latin America

Headquarters Office
Brazil
Phone: +55 11 5502.6770
Fax: +55 11 5502.6780

Europe/Middle East & Africa Headquarters Office

Reading, United Kingdom
Phone: +44 118 923 0800
Fax: +44 118 923 0801

Asia Pacific

Headquarters Office
Singapore
Phone: +65 6303 2100
Fax: +65 6303 2199

Internet

www.intermec.com
Worldwide Locations:
www.intermec.com/locations

Sales

Toll Free NA: (800) 934-3163
Toll in NA: (425) 348-2726
Freephone ROW:
00 800 4488 8844
Toll ROW: +44 134 435 0296

OEM Sales

Phone: (425) 348-2762

Media Sales

Phone: (513) 874-5882

Customer Service and Support

Toll Free NA: (800) 755-5505
Toll in NA: (425) 356-1799



Copyright © 2010 Intermec Technologies Corporation. All rights reserved. Intermec is a registered trademark of Intermec Technologies Corporation. All other trademarks are the property of their respective owners. Printed in the U.S.A. 612059-01A 10/10

In a continuing effort to improve our products, Intermec Technologies Corporation reserves the right to change specifications and features without prior notice.