

Are your customers getting the real thing?



ARmark[®]
INDISPUTABLE

micro authentication



ARmark® On-Dose ID covert markers are integrated directly into immediate release film coatings during tablet coating processes to provide drug manufacturers with indisputable proof for authenticating their solid-dose pharmaceutical products and improved patient safety.

micro authentication



ARE YOU PROTECTING YOUR BRAND?

As the electronic age ushers in wave after wave of new technology, it becomes increasingly difficult for businesses to protect their brands. Counterfeiters continue to grow smarter and their methods of piracy and counterfeiting are becoming more sophisticated. Companies are struggling to keep up with the constantly changing technological environment, and though solutions have been offered, there has yet to be a product that offers complete protection against the ever-evolving threat.

Until now.

www.arkmark.org

www.adhesivesresearch.com

ARmark® covert markers are 35–120 microns in diameter and are easily integrated into many types of products and materials. An inside-out concept, covert markers can be directly incorporated within the product, on the product (via sprays, coatings or inks) or as part of the packaging in films, bottles and blister packs.



micro authentication



PRESENTING ARmark[®] COVERT MARKERS

Adhesives Research presents ARmark covert markers, your brand management secret weapon. ARmark state-of-the-art covert markers put a brand fingerprint on or inside your product – an invisible assurance that your customers are getting the genuine article. And not only will your customers be satisfied knowing they are getting “the real thing,” the brand fingerprint can also assist in reducing the amount of liability your brand faces.

The technology is invisible. The benefits are clear.

The technology is invisible.
The benefits are clear.

ARmark covert markers can be applied to consumer goods via labels, hangtags, varnishes and aerosol sprays, or incorporated directly into the product.



micro authentication



ARmark covert markers protect your product with brand-owner-specific information. Available forms of indicia include seals/brands/trademarks, text (as in country of origin), lot numbers and codes.

VERSATILITY: THE ARmark DIFFERENCE

So what makes ARmark covert markers unique? In short, the answer is customization. Unlike any other “stock” security solution, our cutting-edge authentication technologies can be seamlessly incorporated into your product in a variety of forms during any point of the manufacturing process. Incredibly versatile, ARmark covert markers can be integrated into pharmaceuticals and foods or added to films, plastics, containers, paper, labels and adhesives. In addition to the covert markers, we deliver complete authentication systems with multiple levels of security, including ARvision® detectors and ARvision software.

WHAT ARmark CAN DO FOR YOUR COMPANY

An important tool in the fight against counterfeiting, the dynamic technology of ARmark covert markers not only ensures your customers a genuine article, it also provides a customized solution against fraud and counterfeiting. The technology is nearly impossible to reverse-engineer, and it employs multi-level security layers to keep a step ahead of the criminal element. That’s why, when it comes to the security of your business and the satisfaction of your customers, you can’t afford not to consider ARmark covert marker technology.

Adhesives Research, Inc.

3400 Farmtrail Road
York, PA 17406
www.armac.com

Adhesives Research, Inc.

Corporate Office:
400 Seaks Run Road
Glen Rock, PA 17327
www.adhesivesresearch.com

Phone: (717) 235-7979

Toll-free: (800) 445-6240

Fax: (717) 235-8320

Adhesives Research Ireland Ltd.

Raheen Business Park
Limerick, Ireland
Phone: +353 61 300 300
Fax: +353 61 300 700

DISCLAIMER: Users should test the product to ensure it meets the specific needs of their application(s). Adhesives Research, Inc. can tailor the product to meet the needs of specific applications as required by customers.

TRADEMARKS: Adhesives Research® is a registered service mark of Adhesives Research, Inc., for engineering and design services of pressure-sensitive adhesive systems. ARmark® and ARvision® are registered trademarks of Adhesives Research, Inc.

©2011 Adhesives Research, Inc. Printed in USA.