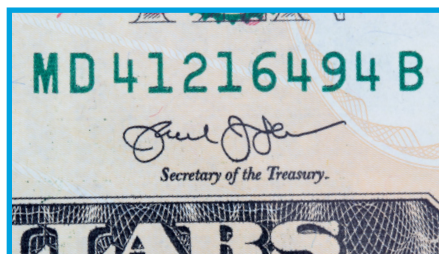# Authentication

Authentication labels incorporate a combination of security feature that can be overt (visible) or covert (not visible) to help differentiate between authentic and counterfeit products.

Overt Solutions

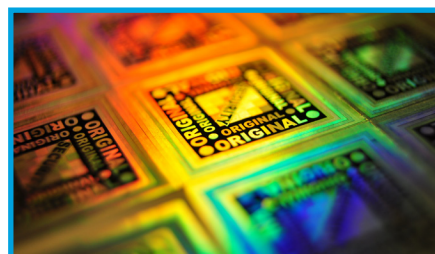Overt authentication solutions are visible features built into a products label.

Solutions include:

Encrypted Serialization
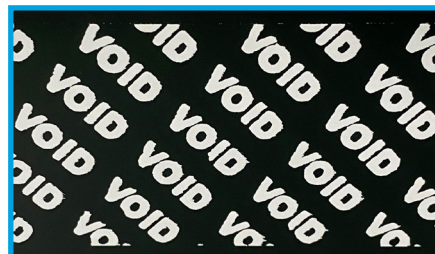

Specialty Inks

Holograms

Watermarks

Embossing

Tamper-Evident

Main Criteria For Overt Solutions
- Communicate with the verifier
- Easy to identify
- Hard to copy and imitate

Covert Solutions

Covert authentication solutions are not visible and hidden to the human eye.

Solutions include:
- Hidden images: Labels with covertly hidden images or numbers that can only be authenticated through the use of UV light, magnifications, or a visible light pen
- Markers and taggants
- Retro-reflective technology
- Hidden barcodes
- Digital and web authentication
- Optical variable devices

Digital/Web Authentication

Key Solutions
- End-user verification builds customer confidence and brand loyalty
- Early detection of counterfeiting/diversion in a supply chain
- Deterrent to counterfeiters
- Ability to have targeted product recalls
- Return warranty verification
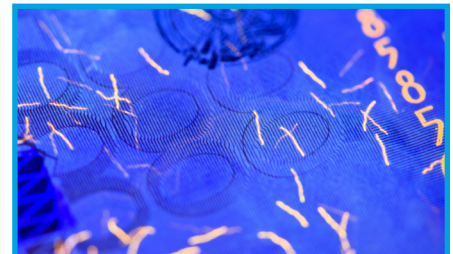
Hidden Images

How to get Started

Protecting your brand by using security features in your labels and packaging is important. It helps with verifying that products are authentic and builds consumer confidence and brand loyalty.

If you think that having an authentication label on your product can help your brand and stop counterfeit parts from being sold here are a few simple steps to get started:

1. Identify the threat to be addressed
2. Determine who will be involved in detecting fraud (experts, employees, consumers, etc.)
3. Agree on the strength and cost of the security features you want (design and printing of security labels, and technology for verification if needed).
4. Execute the project and validate the security choices
5. Implement the solution

Micro text
A special font which looks like a thin line or a decoration, and is readable only when using a magnifying glass

Micro 2D Barcodes
Small QR and DataMatrix barcodes that are almost unnoticeable in the design and can encode data for verification

Regular QR   Micro QR

Security Fonts
When duplicated, the line spaces will be uneven, and the duplication will be noticeable. micro text below or inside the characters is another protection method