

## **3M's Brand Protection and Authentication Product Line Bolstered by Leading Secure Serialization and Web Authentication Capability**

Thanks to a new partnership agreement with the product and supply chain security company Verify Brand, 3M's brand protection and authentication product line will offer customers the additional capability of confirming product authenticity, location and tracking of products via the Web using secure mass serialization technology.

The two companies will work together to combine 3M's extensive array of materials-based security solutions and Verify Brand's experience with its unique and patent-pending electronic product authentication solution. The agreement will allow 3M to sell, market and produce the Verify Brand platform of software products and services as an additional security layer to its customers across the globe.

The integrated and comprehensive solution enables brand owners to securely serialize their products using any method of carrying a unique code on a product, its label or package. Unique codes can be authenticated via the Web using a computer, call center, SMS or text messaging, bar code scanners or RFID tags. The solution also enables the authentication of materials security included on product labels or packaging. The technology also has additional benefits such as real-time tracking, alerts, field reporting, management of and response to unauthorized events, as well as ad hoc and scheduled reporting on authentication activity. This enables manufacturers to dramatically increase visibility into their supply chain and thereby more proactively address a multitude of supply chain issues, including counterfeiting, diversion, return and warranty fraud, manufacturing overruns, product recalls and field inventory management. The ability to authenticate products can also be marketed to consumers as an additional security feature.

"Brand owners are looking for a product security solution that is both comprehensive and provides more real time information with which to address their significant brand protection and supply chain issues," said Bill Markovitz, marketing development manager, 3M Security Systems Division. "We believe that the combination of 3M's extensive materials security technology and the innovative, Web-based technology from Verify Brand will provide our customers a market-leading solution."

The new solution can be incorporated into 3M's broad portfolio of security labels – which have been well-accepted in the security marketplace for more than 25 years. Many companies in the pharmaceutical, health care, electronics, automotive, apparel, and other industries have selected 3M as their partner to help provide anti-counterfeiting, tampering and diversion solutions.

For more than 30 years, 3M has provided premier security solutions and services that identify, authenticate, secure and track materials and information by combining security and productivity. Drawing on its broad technology base and expertise, 3M creates solutions for a wide array of security needs. Examples include issuance and authentication of travel documents, personal identification cards, and brand and asset protection solutions to fight counterfeiting and tampering.

About Verify Brand Inc.

Verify Brand Inc. provides Web-based product security solutions that help brand owners protect the integrity of their supply chain, their customers and their brands. Verify Brand can help protect customers, reduce corporate risk, reduce expenses, improve financial performance and increase the value of brands. The patent-pending Verify Brand solution is validated and currently in use by major corporations.

Verify Brand: "Protecting People, Protecting Brands"

Additional information is available at [www.verifybrand.com](http://www.verifybrand.com), email [sales@verifybrand.com](mailto:sales@verifybrand.com) or call (763) 235-1400.

About 3M - A Global, Diversified Technology Company

Every day, 3M people find new ways to make amazing things happen. Wherever they are, whatever they do, the company's customers know they can rely on 3M to help make their lives better. 3M's brands include Scotch, Post-it, Scotchgard, Thinsulate, Scotch-Brite, Filtrete, Command and Vikuiti. Serving customers around the world, the people of 3M use their expertise, technologies and global strength to lead in major markets including consumer and office; display and graphics; electronics and telecommunications; safety, security and protection services; health care; industrial and transportation. For more information, including the latest product and technology news, visit [www.3M.com](http://www.3M.com).

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