

The Brand Protection and Security Market 2010

A Market Study and Desktop Reference

A company's brands are its most valuable assets. Yet each year, thousands of brand owners fall victim to illegal and fraudulent activities including counterfeiting, product diversion, pilfering, tampering and retail theft. Fraudulent activities account for an astounding \$750 billion in annual losses across all industries worldwide.

As levels of worldwide fraud and theft continue to rise in all market segments, the brand protection and security industry continues to grow to meet increased demand of companies that depend on brand protection technologies to protect their profits.

The Brand Protection and Security Report is a must-have reference for anyone in the marketplace seeking:

- Industry trends and issues
- Market history and forecasted growth figures
- The latest legislation and government regulations
- Competitive analysis of brand protection solutions and applications
- Technology and service suppliers



Photos contained in PMG report

***A 296-page
detailed analysis
of this dynamic and
growing industry***

Brand Protection and Security Market 2010 gives you information that would take months to compile and provides a snapshot of the industry at your fingertips for quick access and easy reference:

- Overview of fraudulent activities and costs
- Summary of authentication technologies
- Breakdown of packaging, product technology and process solutions, their applications and characteristics
- Analysis of each major market segment, specific risks and appropriate security solutions
- Market history, forecasts and analysis by segment and technology
- Regulatory issues, current legislation and industry initiatives and organizations
- 29 material and technology provider profiles with competitive intelligence:
 - Contact information
 - Number of employees
 - Incorporation date
 - Estimated annual sales
 - Product lines
 - Key customers and partners
 - Strategic direction
 - Company news and events
- Table of industry terminology, abbreviations and acronyms

Who Should Invest In This Study?

- **Brand Owners:**
 - Marketing Manager
 - Brand Manager
 - CIO, Technology Manager
 - Packaging Designer/Engineer
 - Strategy Executive
- **Technology Developers:**
 - Owner
 - Researcher, Scientist
 - Product Developer
 - Strategy Executive
- **Other:**
 - Private Investors
 - Venture Capital Firms
 - Government Economic Offices
 - NGOs

This reference is the ultimate source of brand protection and security solutions and opportunities for your company. Order your copy today!

About the Author



Priority Metrics Group, Inc. (PMG) is a professional marketing consulting firm providing customized research, analysis and consultation services. With particular experience and expertise in packaging, distribution and textiles, PMG's fundamental goal is to help client organizations create profitable top-line growth by aligning strategic direction with customer and market needs.

About Packaging Strategies



Packaging Strategies is the leading information provider for the packaging industry. Since 1983, we've researched and reported key industry developments, innovations, trends and technologies to our customers via our semi-monthly electronic newsletter, market studies and conferences. We are proud to include the **Brand Protection and Security Market 2010** study as the latest addition to our library. Visit www.packstrat.com for unbiased global packaging intelligence and analysis.

At A Glance Highlights...

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Brand Protection Industry

Overview

Definition and Goals

Fraudulent Actions:

- Product & Packaging Counterfeiting
- Product Diversion
- Pilfering
- Product Tampering
- Retail Theft & Return Fraud

Cost for High Profile Industries

Authentication Technologies:

- Tracking Technologies
- Overt Technologies
- Covert and Semi-Covert Technologies
- Forensic Technologies

Product Technology and Process Solutions

Barcodes

Labels and Markings

Printing

Radio-Frequency Identification (RFID)

Taggants

Caps and Closures

Specialty Substrates

Holography and Optical Variable Devices (OVD)

Secondary Packaging

Process Solutions

Segment Specific Issues and Approaches

Apparel, Fashion and Accessories

Software

Technology

Pharmaceuticals

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Automotive

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Aegate

Alcan Packaging

AlpVision SA

ArjoWiggins Security SAS

ARmark Authentication Technologies LLC

ATL Security Labels

Authentix

Automated Packaging Systems

Axess Technologies LTD

BD-BrandProtect

BPIIntelligroup

Flint Group

FractureCode Corporation APS

Fujifilm Hunt Chemicals U.S.A. Inc.

GEVERS

The Hologram Company

Kodak Graphic Communications Group

Microtrace

NanoGuardian

OpSec Security GmbH

Payne Security

PICA Corporation

Securikett Ulrich & Horn GmbH

SICPA Product Security LLC

Stardust Materials, LLC

Sun Chemical Corporation

U-NICA Group

Zebra Technologies Corporation

Abbreviations and Acronyms

Visit www.packstrat.com to view complete table of contents and sample pages.

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This in-depth, user-friendly resource allows you to quickly and easily:

- Identify growth opportunities in the dynamic and growing brand protection and security sector
- Compare and analyze packaging, product and process solutions
- Find leading suppliers of brand protection technology

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