

Solution providers protecting your brand

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Your brand is constantly in danger

Counterfeit products of all kinds are a global cause for concern. Today's counterfeit products are created using highly sophisticated technology and can be unrecognizable from the original product. However, there are other threats to your brand that lurk, such as parallel imports and grey market diversion.

The concept of brand and brand loyalty, as well as company reputation and history, greatly impact on consumer decisions to buy a particular product. Leaving your brand vulnerable to counterfeiters or other dangers can lead to loss of good faith, loss of brand image and of course, loss of revenue.

Financial loss is just the tip of the iceberg when it comes to calculating the total loss caused by external damage to your brand. These are losses that can affect your company's bottom line.

Brand authentication technologies – solving your problems, saving you money

Bilcare Technologies' mission is to develop and deliver innovative tracking, tracing and authentication solutions that securely exchange identification information. Bilcare Technologies aims to be the technology leader in protecting brands, property and people and, as such, can provide you with the right solution to your brand management problems, whatever your product. Through our consultancy services, both technical and from a business/supply chain point-of-view, we can also prevent those problems from ever arising.

Unique identification

Bilcare Technologies would like to introduce you to its nonClonable™ solution; patented and patent pending technology providing a very flexible and secure system that can be tailored to the specific needs of brand owners. The technology behind nonClonable™ is based on a unique fingerprint consisting of micro- or nanoscale features embedded within a material. Each fingerprint produces its own unique signal and even we are unable to reproduce a fingerprint.

This inexpensive and highly secure solution empowers brand owners to implement strong authentication mechanisms anywhere in the supply chain.



The nonClonable™ solution can easily be used to:

- Discourage and prevent your product from being counterfeited
- Prevent contract manufacturers from selling production overruns or defects as genuine products through illicit channels
- Track sales to consumers in real-time and automate stock management and replenishment locally, regionally and globally
- Trace your product back to the production source

This tagging system, combined with a reader and supporting software can be adapted and used for a wide variety of applications and business sectors, such as:

- Pharmaceutical
- Automotive
- Premium fashion
- Banking
- Supply chain management

Tailored to your specific needs, protecting your brand with nonClonable™ will ultimately save you money and time, as well as leading to improved customer relationship management and warranty management. **Your brand will be secure.**

Enhancing your customer relations and protecting your brand

Bilcare Technologies is also the first brand protection company to provide an Internet-based community, www.notofakes.com, which puts you the brand owner directly in touch with your customers who wish to avoid fakes and buy genuine products. The service allows you to have early warning of potential counterfeit versions of your product.

No to Fakes provides up-to-date information on counterfeiting news and views, through which it proactively fights counterfeiting, and is a web portal for brand owners and consumers alike. Through their own custom-made pages, brand owners can inform their customers on how to avoid counterfeits and market the genuine article as the best buy.

Becoming a No to Fakes brand subscriber allows you to reach out to your customers and reminds them about the quality, reliability, safety, pedigree and experience of owning an original, as well as demonstrating excellent customer relations.

