



Protecting brands, securing documents

YUPO CORPORATION ALONG WITH A STRATEGIC BUSINESS PARTNER HAS SUCCESSFULLY INTRODUCED A SUITE OF BRAND PROTECTION SOLUTIONS.

The world is seeing continuous innovation in cutting edge anti-counterfeiting solutions for consumer and industrial brands, government documents, educational documents and so on. Companies are constantly introducing layers of security in security programmes to make duplication tougher and more expensive. YUPO Corporation along with its strategic business partner Traxistar Solutions Pvt Ltd from Mumbai has successfully introduced a suite of customised brand protection application solutions. These solutions cater to government organisations and institutions like revenue departments, universities and municipal corporations. They are equally useful for consumer product companies. Launched under the umbrella name QVCODE, the technology hinges around using highly cost effective encrypted QR codes on the brand packaging and documents connected to a central server for ONLINE VERIFICATION.

Application areas are briefly explained as follows:

a. **University Documents**
Duplication of important university documents like degree certificates and transcripts is a huge challenge to the officials to come up with security measures. Traditional approaches have been all centred around bringing in more printing related security features that make duplication tougher. Let's face it; we live in a very technologically savvy world where the counterfeiters are always one step ahead of the brand owners. YUPO along with Traxistar introduced QV-CODE last year in Bharathiar University, Coimbatore at its convocation programme. Since then, this solution has been adopted willingly by many universities due to its extreme cost effectiveness coupled with security robustness. Electronic security in an encrypted QR CODE controlled by the university server is the best deterrent to any attempts of document duplication. A simple to use web based solution just needs an ordinary web camera to scan the document and instantly the document is authenticated ONLINE. Universities have discovered a very effective way of collecting fees for authentication and attestation which otherwise is an immensely long and labour intensive process when done manually.

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b. **Municipal Corporation Documents**
The technology buzz in the municipal corporations in present times is going internet savvy. Applications for birth, death, encumbrance certificates etc. are all being done online. Likewise, these documents need to be attested by the residents for various needs regularly, and an offline manual process presents a very cumbersome, manually challenging task to the officials. YUPO has been proactive in identifying the pain areas for these institutions and bringing the entire process of applying, issuing and verifying these documents ONLINE.
QVCODE integrated with the corporation web server helps in online authentication of these documents. Within a few seconds the process is completed and the fees is collected online. The



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benefits to the city residents are multi-fold. They can self attest these documents remotely with a digital authentication number generated by the server. The residents can feel assured that without a valid QR CODE, no document can be duplicated. So the integrity of the document for the original holder remains intact.

YUPO Corporation is on the cusp on proliferating the QV CODE track and Trace in as many application areas as a tangible value addition to its world class synthetic paper products."

c. **Land Records – Revenue Department**
The very thought of a valuable property document getting duplicated and the rightful owner losing it due to an unscrupulous deal is too heart rendering. This happens all the time and the administration till yesterday was still grappling with the sheer magnitude of the problem. It needed a solution to be implemented at various process levels and had to take a quantum ground level innovation to make it acceptable.

The ubiquitous green ledger paper is morphing into a secure, coded paper with layers of security built into it which will make it impossible for duplication. These documents have been protected at multiple layers:

- Encrypted QR CODE to electronically database the title credits of the document in the server.
- Holographically protected for additional security.
- Special inks that can print on this paper. Generic inks and printers cannot print on this speciality paper introduced by YUPO.

The impact of this product is a massive one. Revenue departments across the country will be adopting this making it a defacto medium to use for this application. Its eco-friendliness, its security features and its water-proof nature (100 percent water-proof with the printing) makes it a solid proposition for such an application.

d. **Consumer Product Track and Trace**
It's hard to imagine. Brand managers even today have not zeroed in on a cost effective Tracking and Tracing technology



to achieve the following baseline objectives:

- Prevent the Brand from being duplicated.
- Know the promotion statistics like rebates etc real time.
- Inventory Management to know production, depot, distributor and retail level movement of the product in terms of volumes and offtake.

YUPO Corporation being a pioneer in In-Mould Labelling worldwide has introduced an electronic security layer using QR CODE to present a powerful solution* suite to brand marketers.

In conclusion, YUPO Corporation is on the cusp on proliferating the QV CODE track and Trace in as many application areas as a tangible value addition to its world class synthetic paper products. The combined package puts in an elite class of solution providers working very closely with brands for a more meaningful long term engagement.

Going GREEN is now cost effective

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