



- NEWS RELEASE -

New Protection against Counterfeit Goods for American Business and Consumers

Baltimore Company Offers Printed Security Labels with Covert Features Never Duplicated

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Baltimore, MD – NaturalCheck, a Baltimore-based business, announced new products to help manufacturers protect their customers and their brands against counterfeiting. The company landed an exclusive deal with an international manufacturer to bring new security labeling technology to North America.

“Manufacturers can choose from the best of biochemistry, precision printing, and covert markers to protect their products,” said Larry Bohlen, President of NaturalCheck. “There’s a bit of James Bond in every label.”

Offered through the company’s AuthentiCheck division, the printed security labels provide up to 12 levels of protection and are as small as half an inch wide. No counterfeiter has ever detected and duplicated the imbedded security features. Billions of labels have been successfully added to products in China, India and Europe.

Specific features include invisible serialized codes, covert indicators with decoders for retailers, and inks with extraordinary physical properties. The labels may be used on pharmaceuticals, food and beverages, auto parts, clothing, vitamins, and other consumer goods.

The costs of counterfeit products to American companies are large. The threat to consumers is also significant. Fake medicine, brake pads, airplane parts, and even counterfeit toothpaste with antifreeze have put consumers at risk.

“Counterfeiting and piracy threaten consumers’ health and safety, while shaking our confidence in the products we rely on and the brands we trust,” said Caroline Joiner, vice president of the U.S. Chamber of Commerce’s Global Intellectual Property Center in a June 30th news release.

According to the U.S. Chamber of Commerce’s *Coalition Against Counterfeit Products (CACP)*, more than \$200 billion worth of counterfeit goods enter American commerce every year. The coalition documents threats to consumers, as well as job and financial losses faced by business at www.thetruecosts.org.

NaturalCheck (www.NaturalCheck.com) develops and distributes rapid, easy-to-use test kits to detect contaminants in food. The company also offers AuthentiCheck anti-counterfeit products. Founded by former NASA engineer Larry Bohlen, the company applies medical and biological technology to food safety and product authenticity. The company strives to offer products so people can “Test today for a healthier tomorrow.” It is part of a growing triple-bottom line segment of the economy dedicated to achieving environmental, social and financial benefits through business.

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