**Press release**

**Counterfeit Protection and Market Transparency: PSA Group launches tesa scribos security concept**

***PSA Group adopts tesa scribos security solution, combining counterfeit protection with innovative online platform***

**Heidelberg, 14 November 2017. According to the Federal Trade Commission, counterfeit car parts are responsible for losses of around 12 billion US dollars annually. Counterfeiters make money at the cost of others: original manufacturers suffer substantial losses, garages have to contend with unjustified complaints, and road users are put at serious risk by inferior counterfeits. Brand manufacturers of car parts are taking action and protecting their originals products with specialist security concepts – like PSA Group. In collaboration with tesa scribos, the French car manufacturer has now implemented a security concept that combines counterfeit protection with an innovative ordering platform and an online verification system. This protects the original parts from counterfeiters and gives PSA Group complete market transparency.**

**Secured proof of authenticity is central to the concept**

PSA Group has been using the security solution from tesa scribos since 2017 to protect its brands Peugeot, Citroën, DS Automobiles and Eurorepar. Each product is provided with a tesa VeoMark security label, which gives each product its own traceable identity that is unique to each item. In addition to visible structures, the label also contains a clear and traceable identification number (ID). This ID and some of the structures can be seen with the naked eye, allowing them to be checked by suppliers and retailers. Some are covert features which are inscribed on different levels of the security label and can be read by customs officials or experts with a magnifying glass or special reading devices. In addition, a unique QR code is integrated into the label that can be scanned to check the authenticity of the product.

In the fight against counterfeiting, it is crucial that these safety marks cannot easily be imitated – otherwise, counterfeiters would easily be able to imitate the security mark too, as well as the product itself. [Simple embossed holograms are therefore not recommended for use as security markings.](http://www.tesa-scribos.com/deu/blog/hologramme-als-sicherheitsmarkierung-was-ist-dabei-zu-beachten,13018878,1.html) To put a stop to this, tesa scribos has developed patented labelling technology for manufacturing item-specific security labels. This technology is only available to tesa scribos and cannot be used by third parties.

**Combined with online tools: order processing and market transparency**

In addition to the item-specific security labels, two online tools also play an important part in the security concept.

One is the online ordering platform ‘PSA – Secure Labels’ **(**[**www.*p-sl.com***](http://www.p-sl.com)**)**, through which all orders of the security labels are placed and documented. This allows PSA Group to process and monitor every delivery – from ordering and payment to arrival at the PSA Group supplier, right through to when it enters the market.

User Management Modules make it easy to manage access rights. PSA Group is able to specify which suppliers are permitted to order which security labels and in what quantities. This prevents overproduction. A newsfeed on the platform also guarantees easy and effective communication with all suppliers at the click of a button.

The second tool is the tesa connect & check system. The online verification platform allows different target groups – such as customs officials, PSA Group suppliers and car mechanics – to check the authenticity of a PSA product easily online with a smartphone. As mentioned at the outset, each individual product is equipped with a unique QR code. Users scan the QR code with their smartphone using a standard QR code reader and are led through the verification process in a few intuitive steps. They are then shown which security features should be found on the product. If the authenticity labels depicted are missing, users can report the suspicious product as a potential counterfeit. They can also do other things, such as providing details of when and where the item was bought and uploading a photo of the potential counterfeit.

The tesa connect & check online tool affords access to a wide variety of reports, including the precise geodata of authenticity checks around the world, for example. These can be used as the basis for managing local investigators and thus for enforcing brand rights.

“The 360° solution from tesa scribos gives us full market transparency and allows us to take action against counterfeiters and the grey market,” says Guillaume Nocella, Brand Protection Field Manager at PSA Group.

[In 2017, the security concept was awarded the Technology Award by the Global Anti-Counterfeiting Group.](http://media.groupe-psa.com/en/groupe-psa-rewarded-its-technological-solution-choice-protection-its-brands/Groupe?idtok=2bb14)

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About tesa scribos:

As a full subsidiary of tesa, tesa scribos GmbH is part of tesa SE, a company in the Beiersdorf Group. Since being established in 2001, the company has become synonymous with expertise in the fields of security and identification, focusing on counterfeiting protection, product tracing, document protection and anti-tampering devices. With years of experience in the conceptual design, development and implementation of customer-specific product protection measures, tesa scribos® offers a comprehensive customer advisory service, practicable security concepts and effective protection technologies for manufacturers of original products such as spare car parts, electronic components and consumer electronics, wine and spirits, chemicals, luxury goods, pharmaceuticals and cosmetics. Customers of tesa scribos include leading global companies such as Bosch, Castel, Continental Aftermarket, Danfoss, Mammut and Motor Service International (MSI). tesa scribos solutions include tesa PrioSpot®, tesa VeoMark®, tesa® connect & check and tesa® SecuritySealing. For more information, visit [www.tesa-scribos.com](http://www.tesa-scribos.com).

About PSA Group: