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Press Release

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THE FÉDÉRATION FRANÇAISE DE FOOTBALL IS NOW USING SECURITY TAGS FROM SCRIBOS

High-level security for
licensed products



TEASER:

In 2021, the Fédération Française de Football (FFF) set itself one goal: to protect their licensed products even better with a higher level of security.

Starting in summer 2021, the FFF will equip all licensed products with advanced anti-counterfeiting technology by SCRIBOS, which gives each product a unique, highly secure identity. This not only protects the FFF brand from counterfeiting and the risk of grey market trading, but also gives their licensees more transparency in the complex world of licensing. SCRIBOS technology also gives the FFF the chance to integrate interactive experiences for their customers in the future.

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In 2021, the Fédération Française de Football (FFF) set itself one goal: to protect their licensed products even better with a higher level of security.

With advanced counterfeiting-technology provided by SCRIBOS they will accomplish this. Starting in summer 2021, all licensed products of the FFF will be equipped with a unique VeoMark® security label, which gives all parties involved numerous benefits. The FFF can protect its brand from counterfeiting and the risks of grey market trading, while licensees gain more transparency in the complex world of licensing. What is more, with this label, the FFF has the possibility to integrate interactive experiences for fans in the future (Fan Experience, Story Telling, Services, Communications...), which not only heightens the product experience, but also increases brand loyalty.

Equipped with the VeoMark®, French fans can now with their naked eye easily authenticate if they have bought an original FFF product. Every security label is completely unique and therefore easy to check – not only by fans, but also by all parties involved throughout the supply chain by comparing the security label in hand with labels on other FFF products.

With this advanced brand protection solution, the FFF not only can give fans a positive experience, but thanks to the secure ordering platform also their own licensees. This platform allows to simplify the often quite complex licensing processes. The platform enables licensees to easily place orders for product markings and access related services. Furthermore, with the help of detailed analyses, statistics and reports, provided by the SCRIBOS 360 order database, the platform gives the licensees, as well as the licensors, an overview over their business and a chance to streamline their efforts. The licensors benefit from the protection that the new security label provides from counterfeiting, grey market trading and overproduction. This gives them the chance to spot illegal activities and increase their overall sales.

“With the expansion of its range of licensed products, it became an essential issue for the Fédération Française de Football to protect these items, anxious to guarantee its fans the authenticity and quality of the products they buy. At the same time, this solution also allows to offer more transparency to our partners. The choice of the SCRIBOS solution, developed in-house, secure and proven to be inimitable, quickly became evident. We are delighted to be able to offer this additional quality guarantee to our supporters.”

Marie Trubert (Merchandising Manager)



About FFF:
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For more information:
<https://www.fff.fr/>

About SCRIBOS

In 1998, two physicists at the University of Heidelberg, Dr. Steffen Noethe and Matthias Gerspach, made a one-in-a-lifetime discovery. They observed that simple transparent tesafilm® adhesive tape had the physical qualities to store information and could even be read digitally. Not long after the physicists succeeded in storing data, invisible to the human eye, on simple adhesive tape. To achieve this, they developed an innovative laser marking process called lithographic marking. Little did they know that they had just laid the foundation for a successful company: SCRIBOS.

Until this day, this discovery lies at the core of the company's inimitable security solutions, which are unforgeable due to in-house development and patented production processes and algorithms. SCRIBOS equips each product with a customized security tag, which gives it a unique identity and connects it to the digital world. This enables their customers to effectively fight counterfeiting, overproduction and grey market trading, while on the other hand giving them opportunity for customer interaction, market insights and track & trace.

At SCRIBOS, we empower brand owners all over the world to win the fight against counterfeits by setting the standard in brand protection solutions. As a 100% subsidiary of the KURZ Group, we benefit from the extensive experience and the global presence in the international market of security applications of our mother company.

Based on extensive consultations, we develop, customize and implement solutions – all from one source. The company has now over 20 years of experience in the brand protection field and has worked with over 500 leading brands around the world such as Peugeot, Bosch, Castel and Chloé.

For more information:
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