

DNATM – The revolutionary, invisible security mark providing effective protection from counterfeiting and piracy.



Project information

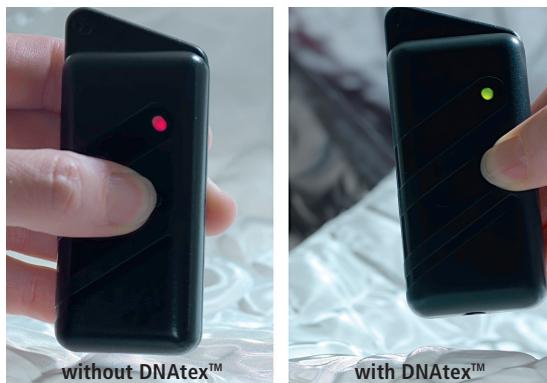
The losses caused worldwide by imitations and product piracy is estimated to be as high as 200 to 300 billion euro*. The fake products in this ever increasing shadow economy not only damage the image of the brands and original garments, but in some cases lead to considerable functional shortcomings which can have dramatic consequences.

For this reason, following many years of research, Schoeller has developed DNATM. The revolutionary invisible safety mark is very close to being fully launched.

*Source: www.plagiarius.de

Functionality

- Products are given an distinctive "textile-DNA", making them later quickly identifiable.
- By passing a small electronic scanner over a product marked with DNATM, you can tell immediately whether it is an original or a fake.
- The DNATM finishing technology has no influence on color, look, feel, breathability or functionality of the product.
- The DNATM-solution may, as far as current research suggests, be applied for all stages of the textile production chain – from chemicals to finers or fabrics and on to the end product such as clothing or bags.
- DNATM is therefore ideally suited to successfully combating the steadily increasing number of faked products.



The benefits of DNATM in overview:

- Clear identifiability of products
- Can be detected quickly and easily
- Numerous possible applications
- Sector-specific solutions

Envisioned applications

Only original products keep their promises. Copies and rip-offs damage not only the image and the brand, but also present considerable risks.

Belts and ribbons

Inferior quality copies tear more quickly and increase the risk of accidents, for example in façade cleaning or forestry.

Workwear – Personal protection equipment

The protective functions of fakes and rip-offs are not always tested in recognized laboratories. The result: Inadequate protection, or no protection at all, and consequently the risk of serious injury.

Filters

In numerous filtering plants, such as blood, air or water, cheap imitations can endanger health and life.

Quality assurance

Complete traceability of products is no problem with DNATM. In the case of complaints, it is possible to determine the exact source of the faulty delivery.

Protection of designations of origin such as "Made in USA" or "Made in Switzerland"

With DNATM, consumers and authorities can be sure that the details of origin of certain products are correct.

Copy protection for textiles.

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