



# StarckeGate® with Extrassure®

Our solutions for a brand owner to mitigate the risk for product frauds.

Product frauds are harmful for both brand owners and end-users. Counterfeiting reduces the sales of genuine products and jeopardizes brand equities, consumer confidence, and the safe use of products. In the food and medical industry, product frauds can cause severe risks for human health.

## StarckeGate® is a tool for successful mitigation of food and pharmaceuticals fraud risk

StarckeGate® connects products equipped with intelligent labels to the StarckeGate® portal. The portal in turn enables brand owners to trace their products and end users to authenticate that the product is genuine.

## Re-authentication with EXTRASSURE®

If fraud is suspected, the genuineness of the product label is easy to authenticate with UV light. The key feature of the EXTRASSURE® base paper is a distinctive fluorescent effect which is illustrated under UV light as a visually cloudy fluorescent appearance.

## Unparalleled protection

**Intelligent labels** With StarckeGate® you can track and trace your products with the help of intelligent labels. The label base substrate is made of EXTRASSURE® security paper material of Jujo Thermal. The label material characteristics can be tailored according to the end application, whereas the total security level is enhanced by layered structuring of tamper evidence, individual QR coding or NFC feature and holograms.

**Product traceability & authenticity** The StarckeGate® enables tracing of products and recognition of frauds.

**Consumer engagement** Consumers can confirm the authenticity of the products by scanning the unique QR-code attached to each product label.



## Features

- Hologram
- Foil embossing
- Safety die cutting
- QR code
- EXTRASSURE® base paper



For detailed product specifications, please visit:

**jujothermal.com**

**JTK®**  
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# STARCKE

PROTECTION BY DESIGN.



1.

Starcke creates customized EXTRASSURE® labels with a unique QR code or NFC on each individual label. The labels will remain inactive until StarckeGate® activates them.



2.

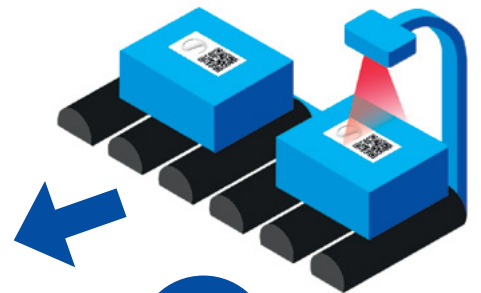
Industrial label dispensing of inactive (dummy) labels onto branded goods.



5.

Easy access to consumer and product information through the StarckeGate® portal:

- Heatmap
- Product trace
- Info about possible frauds
- Schematic about individual product scans



3.

Labelled product packages are scanned by StarckeGate® writers. At this point, the QR code or NFC with specific product details is activated. The activation information is automatically saved on a StarckeGate® server.



4.

The consumer scans the QR code or NFC and receives detailed information about the product authenticity. StarckeGate® in turn collects user information from the consumer's mobile device.



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