

# **ARMARK™ AUTHENTICATION TECHNOLOGIES PARTNERS WITH SRMG**

ASSOCIATION OF INDUSTRIAL METALLIZERS, COATERS, AND LAMINATORS (AIMCAL) INDUSTRY NEWS  
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ARmark™ Authentication Technologies, LLC, announces a partnership with Security and Risk Management Group (SRMG), LLC, to offer complete brand protection and risk management services for companies facing increased vulnerability and loss from widespread global counterfeiting.

ARmark focuses on authentication technologies in the form of covert markers that can contain multiple layers of information, including text, in a particle smaller than the diameter of a human hair. These markers are specifically designed for each customer and they can be seamlessly integrated into existing customer processes. Some examples of delivery methods are: inks, overprint varnishes, papers, adhesives, and films. These custom-designed markers can be applied directly to a variety of goods, including pharmaceuticals, packaging, food, apparel, currency, bonds, and documents. The use of covert markers enhances brand owner protection and helps to manage brand theft, trademark infringement, piracy, counterfeiting, and forgery.

SRMG focuses on counterfeit enforcement through a global network of former FBI agents, local, state, and federal law enforcement professionals, and security investigators/consultants that can identify loss vulnerability and recommend appropriate countermeasures to help protect customers' supply chains. SRMG helps companies to detect, investigate, enforce, report, and prevent illegal activity via:

- Investigations and enforcement (intelligence gathering, undercover, surveillance, case analysis, law enforcement liaison, search and seizure, and internet monitoring)
- Consulting (strategic assessment, threat risk analysis, gap analysis)
- Supply chain security (production, distribution, sales)
- Education, awareness, prevention

Together, ARmark and SRMG offer companies a complete package of brand protection services that begins at the product level and can be carried throughout the entire supply chain and thereafter. "ARmark understands our customers' desire to obtain a return on their investment in authentication technology," said Jeff Robertson, Director and General Manager of ARmark. "The ARmark-SRMG partnership closes the authentication loop and provides our customers with a total authentication solution and the desired ROI."

ARmark is a member of the North American Security Products Organization (NASPO), the Document Security Alliance (DSA), the International Anticounterfeiting Coalition (IACC), the Counterfeiting Intelligence Bureau (CIB), and the Coalition Against Counterfeiting and Piracy (CACP).

ARmark™ Authentication Technologies is a subsidiary of Adhesives Research, Inc., a global developer and manufacturer of high-performance pressure-sensitive adhesives, tapes, specialty coatings, films, and laminates.