



## LIT: Global Leader in Anti-Counterfeiting & Traceability Solutions

*Fighting illicit trade, securing official documents, and protecting trusted brands*

### LIT Product and Brand Protection

**Preserve Trust • Defend Value • Secure Every Product**



#### Overview

LIT offers advanced product and brand protection solutions that safeguard against counterfeiting, gray market diversion, and intellectual property theft. Designed for industries such as apparel, electronics, pharmaceuticals, and fast-moving consumer goods, our technologies combine **visible and covert markers** with instant field-level verification tools.

Whether deployed on packaging, tags, or directly on the product, LIT's system makes every item uniquely identifiable and **practically impossible to replicate**.

#### The Challenge

Product counterfeiting and diversion cause financial losses and damage to brand reputation, erode consumer trust, and pose serious safety risks. Common visual elements like barcodes, holograms, or QR codes can be copied or cloned relatively easily.

LIT addresses these issues with **multi-layered security codes** and **instant authentication**, helping brand owners protect their products across the entire supply chain from manufacturing to the point of sale.

#### Key Features

##### **Mobile-Friendly Verification**

Multi-layer security codes and instant authentication, supported by fast off-line smartphone verification.

##### **Overt and Covert Security Features**

Integration of variable visible data with proprietary invisible markers and codes.

##### **Analytics Ready**

Optional integration with serialization and AI-driven traceability platforms for data collection, reporting, and real-time enforcement insights.



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### Use Cases

- Fashion and luxury apparel
- Consumer electronics and accessories
- Pharmaceuticals and over-the-counter goods
- Alcohol, cosmetics, and food packaging
- Automotive and industrial components

### Benefits

- Protects against counterfeiting and brand erosion
- Enhances product traceability and enforcement control
- Supports marketing initiatives through consumer validation features
- Strengthens customer confidence in product authenticity

### Deployment and Support

LIT offers complete implementation support, including:

- Customized solution design
- Label or ink production and delivery
- Training for inspectors and supply chain partners
- Integration with brand protection platforms and enforcement systems

### Contact Details

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