

SE News
HD **Tiny counterfeit busters prove the genuine article**

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INVISIBLE “tracer” particles could stop you from inadvertently being **sold** a fake when shopping for high-quality products.

Anti-counterfeiting technology **firm** YPB **Group** is already deploying the anti-counterfeit solution in **China**, the world’s biggest source of counterfeit products.

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The tracer particles can be used in plastics, paper, inks, textiles and coatings, and cannot be destroyed or damaged because they form part of the product.

They can be detected by a scanner which can be used at any point in the supply chain, from manufacture to the point of **sale**.

The scanner confirms the authenticity of the product.

The tracer particles, which are as tiny as the particles polluting the air of Beijing, are made from rare earth elements. A rare earth element or rare earth metal is one of a set 17 chemical elements in the periodic table.

YPB is also developing a smart phone app that will enable consumers to authenticate a product as real or fake.

YPB hopes to spread its anti-counterfeiting technology across Asia and has raised more than \$3.7 **million** through a public offer of shares ahead of an expected listing on the Australian Securities Exchange.

YPB chief executive John Houston said the spread of counterfeit goods – such as fake pharmaceuticals, **wine**, cigarettes and even salt – was an enormous, pervasive and growing problem globally.

“Historically, it’s been largely isolated to Asia, and **China** in particular. Now it’s starting to pervade other markets,” Mr Houston said. YPB is an abbreviation of “You Pin Bao” in **Chinese**, which means “Excellent **Brand** Protection”.

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