



ISO/PC 246 N **016**

2009-03-25

ISO / PC Secretariat

Your correspondent : Laurence

DOUVILLE

Direct line : + 33 1 41 62 86 06

Fax : + 33 1 49 17 90 00

E-mail : laurence.douville@afnor.org

Support: Maxine BENACOM

Direct line : + 33 1 41 62 83 06

Fax : + 33 1 49 17 90 00

E-mail : maxine.benacom@afnor.org

The French Committee Member :



Association

Française de

Normalisation

11 rue Francis de Pressensé

93571 Saint-Denis La Plaine Cedex

France

Tél. : +33 (0)1 41 62 80 00

Fax : +33 (0)1 49 17 90 00

<http://www.afnor.fr>

Title : Presentation of the NWIP "Performance requirements for purpose-built anti-counterfeiting tools"

Source : Jean-Michel Loubry, Chairman of ISO/PC 246 "Anti-counterfeiting tools"

Status : For information

Association reconnue

d'utilité publique

Comité membre français

du CEN et de l'ISO

Siret 775 724 818 00015

Code NAF 751 E

Preventing counterfeiting of products

International standard proposal



Jean-Michel LOUBRY

Chairman of ISO PC 246

« Anti-counterfeiting tools »





- Context
- Prevention versus Law enforcement
- Standardization approach



Counterfeiting of products



No more limited to the fashion and luxury industry:

all sectors producing manufactured products are concerned by counterfeiting: electro-technics equipments, computers, automotive spare parts, aeronautics, drugs industries, sport, pesticides products for dogs and cats, food, etc.



Pôle traçabilité™
Performance - Sécurité - Création de valeur

Counterfeiting of products

Many risks



■ Risks for people's security

- Drugs
- Toys
- Automotive
- ...

■ Risks for companies

- Looting of know-how
- Lost of Turnover
- Lost of jobs
- Lost of image
- Legal risk
- Discouragement to innove

■ Risks for states

- Lost of jobs
- Lost of taxes
- Lost of economical performance



Counterfeiting of products

“An ounce of prevention is worth a pound of cure”

- **Legal protection:** law enforcement, seizures, destructions, punishing those who seek to profit from breaking the law but, today, **counterfeiting is more profitable and less penalized than drug, weapons or human traffic!**

=> revenue source for crime and mafia.

- **Prevention:** need for **worldwide multisectorial action** for **interoperability** and **improvement of delay of reaction** with **effective services** to all actors involved



Preventing counterfeiting by technical means



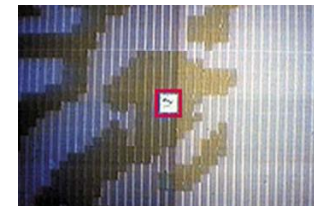
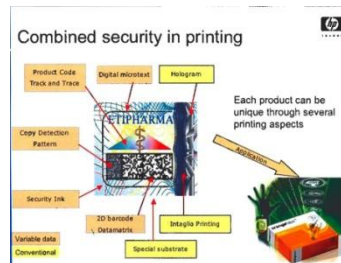
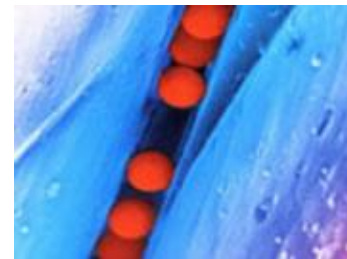
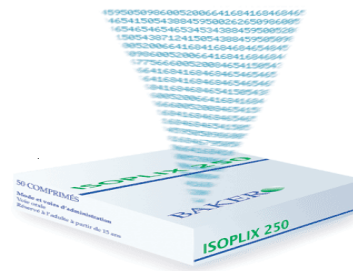
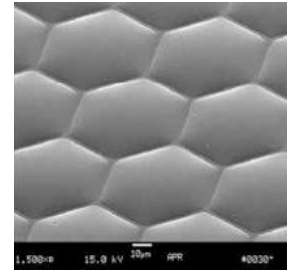
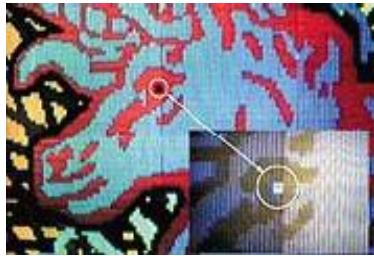
■ Preventive approach:

- to make products resistant to counterfeiting threats during the **whole product life cycle** and not only in relation with the supply chain
- to include in the products protections against counterfeiting by technical means that :
 - May be able to provide a **valid proof that products are or not counterfeited**
 - May be able to provide a **valid proof that the technical means themselves are not counterfeited**, nor hacked



Anti-counterfeiting solutions

Too many technologies to be considered!

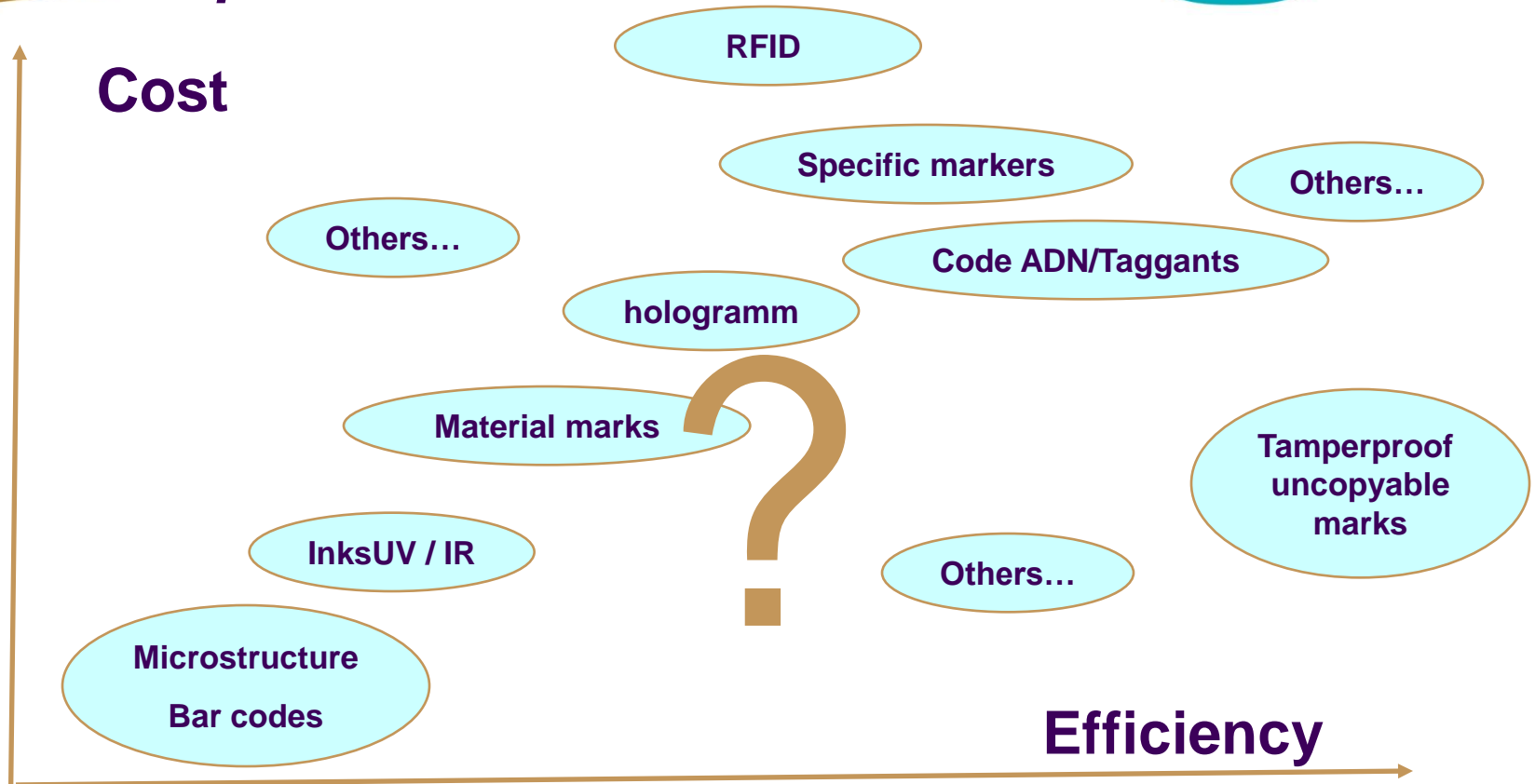


Pôle traçabilité™
Performance - Sécurité - Création de valeur

afnor
NORMALISATION

Anti-counterfeiting solutions

How to compare?



... and what means efficiency?

Anti-Counterfeiting solutions

Situation

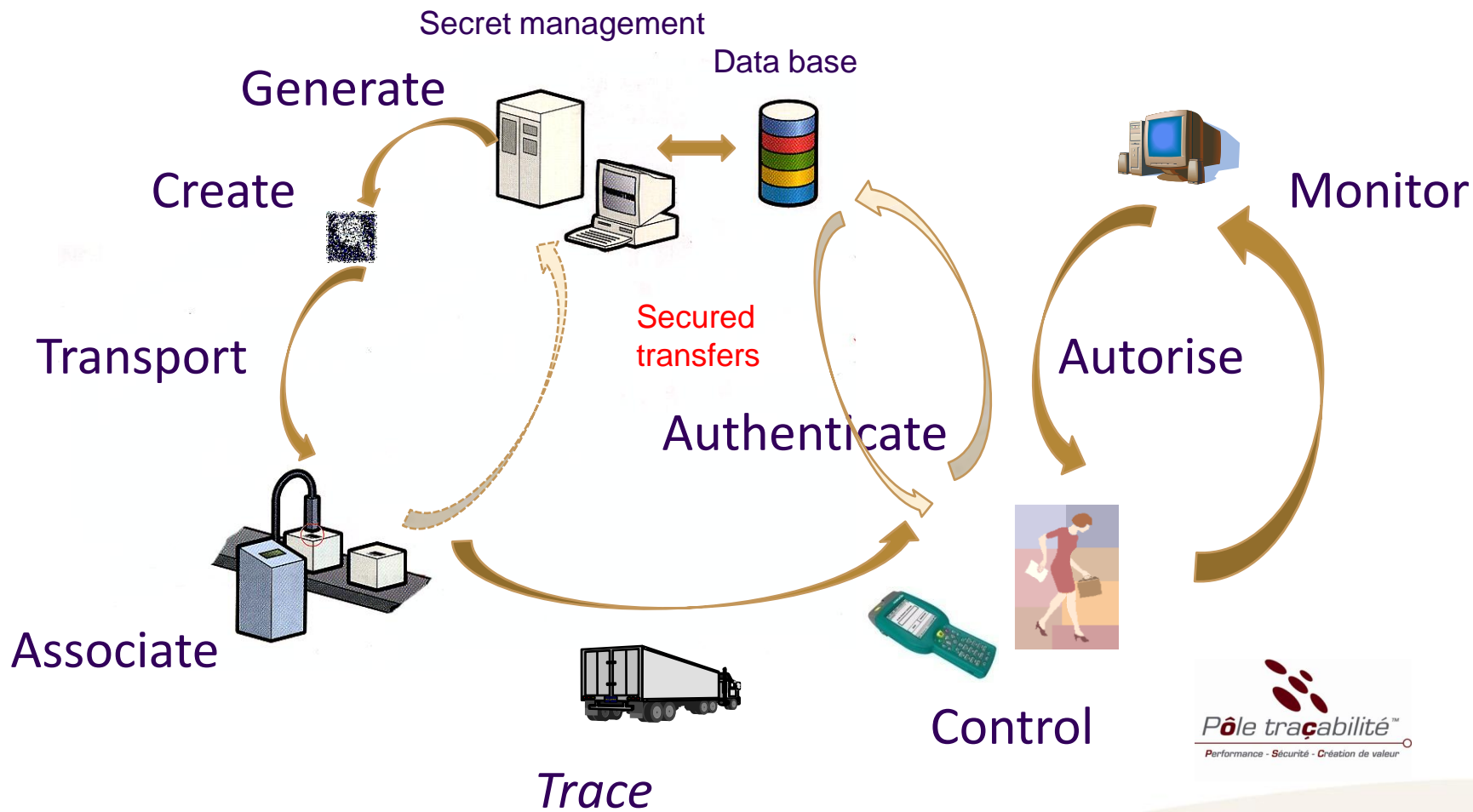


- **Proprietary** solutions
 - Heterogeneous
- **Secrecy**
 - Performances?
 - References?
- **Multiple** control tools
 - Human senses
 - One tool per solution
- **Integrability** in product life cycle
 - Need of product enhancements?
 - Need of process enhancements?
 - Link with metadata management?



Secure authentication chain

Principle



Standardization proposal

Objectives

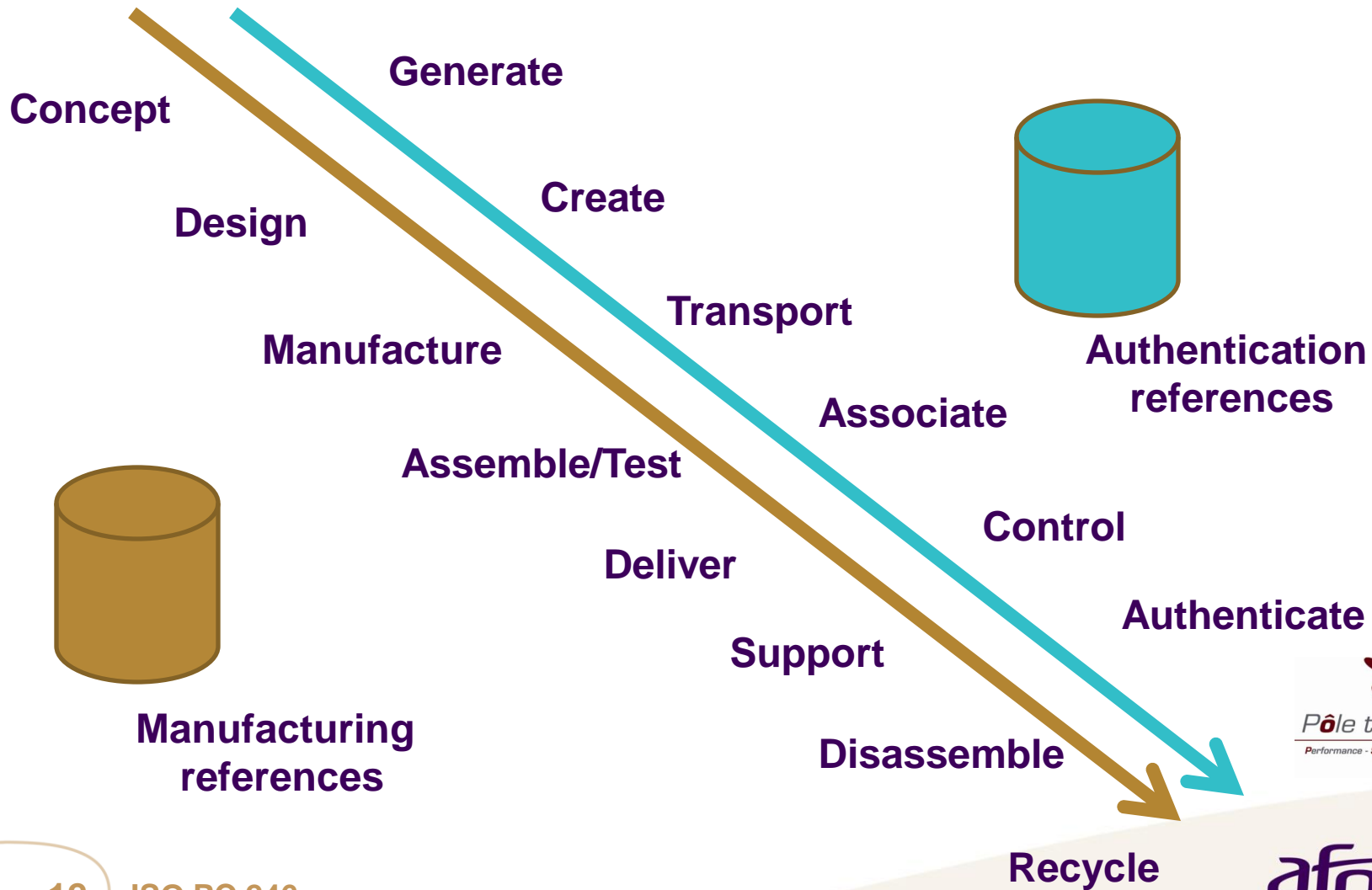


« Performance requirements for purpose-built anti-counterfeiting tools »

- To establish a standard for **performance objectives** of anti-counterfeiting technical devices (not a standard for means)
- To be **vendor's independant** and applicable for **all technologies**
- To drive the Manufacturing Industry to incorporate an **anti-counterfeiting strategy in PLM**
- To define **evaluation criterias dedicated to integrated PLM solutions** (not only for specific vendor's devices)
- To address the global market and have an **international scope**



Product Life Cycle Authentication Cycle



Anti-counterfeiting solutions

Types



- **Type 1** : verifiable independently by purely human input (overt)
 - **Type 2** : requires a technical tool (covert)
 - **Type 3** : requires valuation by an analyses centre (forensic)
-
- Stand alone / On-line connection
 - Off the shelf / Purpose-built
 - Human / Automated interpretation





■ Security

→ Robustness

- authentication elements
- tools
- connections...

■ Effectiveness

- Reliability of results
- Operational resistance
- Adaptability and flexibility
- Easyness of usage



Thank you for your attention



Jean-Michel LOUBRY
Chairman of ISO PC 246

Tel +33 (0)4 75 78 41 80 Fax +33 (0)4 75 78 41 81

E-mail: jmloubry@poletracabilite.com



afnor
NORMALISATION