

# TrackSure™ TTR

## TRACKING SOLUTION STOPS PRODUCT DIVERSION

Product Diversion, aka Grey Market Diversion, is a serious problem faced by many manufacturers around the world today. IIMAK and InkSure have developed TrackSure™ TTR, a covert track and trace solution to prevent the unwanted flow of product into unauthorized distribution channels. TrackSure TTR is both easy and affordable to implement and gives brand owners improved product traceability throughout the supply chain.

## EASY TO IMPLEMENT

With thermal transfer printers and systems in place, you can quickly and cost effectively add TrackSure TTR to any existing or new label either universally across all shipments or targeted directly at suspected offenders.

You provide your trusted partners or company representatives with proprietary readers to spot check your products at suspicious points throughout your supply chain, thus uncovering the offending distributor.

## SECURITY ENHANCED THERMAL TRANSFER RIBBONS

TrackSure TTR is an exclusive product of IIMAK and InkSure. It is a unique thermal transfer ribbon enhanced with special chemical markers that can only be detected with a proprietary reader.

- Truly invisible image – prevents supply chain offenders from removing, destroying or altering
- Current labels keep the same look – maintains your brand identity
- Secure authentication codes – virtually impossible to reverse engineer
- Utilizes existing thermal transfer printers to produce 2D symbologies
- Minimizes investment and simplifies implementation



*Security enhanced thermal transfer ribbons.*



*Only a proprietary reader can detect the hidden bar code.*



*Data is captured electronically and displayed on a computer screen.*

## **TrackSure™**

**Simple and Easy  
Covert Track and Trace Solution  
for Product Diversion**

Want to know where the covert barcode is?  
Call IIMAK Secure at 1-888-464-4625

**iimak®  
Secure**  
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