

**DUNMORE CORP. FOUNDING MEMBER OF THE BRAND PROTECTION ALLIANCE.**




**COME VISIT THE MEMBER COMPANIES AT THE PACKAGING SUMMIT  
MAY 16-18, 2006 AT THE DONALD E. STEPHENS CONVENTION CENTER, ROSEMONT ILLINOIS**

**Have you heard of the Brand Protection Alliance?** If you have a brand name or product being threatened by counterfeiters or you are concerned about product liability due to counterfeit inferior products in your supply stream, you need to read on.

Dunmore Corporation became a founding member of the Brand Protection Alliance in Mid-2005. The organization is committed to finding solutions for the preservation of brand intellectual property. The member companies offer consultation services and technology that addresses brand protection, including systems for detection of product diversion and how to increase supply chain integrity.

In combating these issues, the member companies realized simple solutions do not exist. This presented a collective opportunity to help solve the challenges many Brand Managers face. Brand Protection is a serious problem that carries enormous ramifications for brand owners who have their products and valuable names stolen. Brand owners need committed resource partners to help them define, design and implement Brand Protection solutions. The Brand Protection Alliance is that resource.

In addition to Dunmore the other seven companies that serve the package printing and converting industry in this organization are:

 **Acucote Incorporated** (Graham, NC) - Manufacturer of self-adhesive security labeling materials.



**Atlantic Paper Company** (King of Prussia, PA) - Provider of security papers.



**Creo** (Vancouver, BC, Canada) - Manufacturer of forensic taggants and readers.



**Kurz Transfer Products** (Charlotte, NC) - Manufacturer of security holograms and Optically Variable Devices (OVD).



**Water Ink Technologies** (Lincolnton, NC) - Manufacturer of security flexographic inks and coatings.



**IIMAK** (Amherst, NY) - Manufacturer of thermal transfer ribbons.



**AWA Alexander Watson Associates** (Amsterdam, The Netherlands) - Marketing.

In 2006, the Brand Protection Alliance (BPA) was joined by:



**Document Security Systems, Inc.** (Rochester, NY) - manufacturer of patented protection against counterfeiting and unauthorized copying, scanning and photo imaging,

In addition to having products and technologies relevant to brand protection, each company represented brings extensive knowledge and commitment not only to the alliance but also to brand owners throughout the world.

### **THE CHARTER...**

The Brand Protection Alliance was established to serve as a resource organization that will assist brand owners in designing, developing and implementing customized, secure solutions against consumer product counterfeiting and diversion.

The objectives of the BPA will be achieved through a program that is comprised of four principles:

- **EDUCATION**
- **CONSULTATION**
- **IMPLEMENTATION**
- **VERIFICATION**

The solutions offered by the BPA member companies will incorporate confidential covert or overt identifiers to positively authenticate genuine brand items versus counterfeits and provide a verifiable return on investment to the brand owner.

### **THE MISSION...**

The purpose of the Brand Protection Alliance is to provide a comprehensive range of authentication, prevention and security solutions to the global consumer products market by implementing a systematic approach that includes and incorporates:

- Proven leading edge and emerging technologies.
- Affordable and proactive detection and prevention programs.
- Brand owner and package converter education.
- Verifiable and sustainable results for the brand owner.
- Ongoing refinement to ensure that solutions remain effective.

Implementation of the BPA approach ensures that brand owners can protect their intellectual property, avoid costly litigation, and minimize product theft.

### **COMMENTARY...**

“Our concept and purpose for coming together is to foster an environment where the individual energies of each member company can generate synergies that will benefit the brand owner.

Although our approach is different, the BPA concept is one that is successful in other industry sectors. Our goal is to make available to brand owners a suite of unique brand protection products and technologies from several companies, not just to promote a single product or technology.

We will provide education through our participation in relevant conferences and symposia. Consultation will occur at both the end-customer and package-converter levels. At this stage, we

will attempt to fully define, understand and address the needs of the brand owner. In the implementation phase, our focus will be on helping the brand owner apply a solution that will address the exact need that was identified in the consultation stage. And, finally, we will continue to work with the brand owner to ensure that a sustainable and verifiable ROI is achieved by implementing the solution.

The BPA does not manufacture or sell products. We serve as a resource to brand owners who are struggling with product designs and implementation strategies. By drawing on the individual strengths and experiences of the member companies, we can present effective solutions to the growing problems of product counterfeiting and diversion. Because the member resources are so varied, we are able to assist in the long-term evolution and change required in brand protection programs.”