

ISTITUTO POLIGRAFICO E ZECCA DELLO STATO

# Anticounterfeiting and Traceability Solution

Power of Physical and Logical security coupling



# IPZS Overview

- Established in 1928 (Kingdom of Italy)
- Merged with the Italian Mint in 1978.
- Joint-stock company since 2002  
**Sole shareholder: Italian Ministry of Finance**

Develops and supplies **products, services** and **solutions** containing «value» for the Italian State and Administrations:

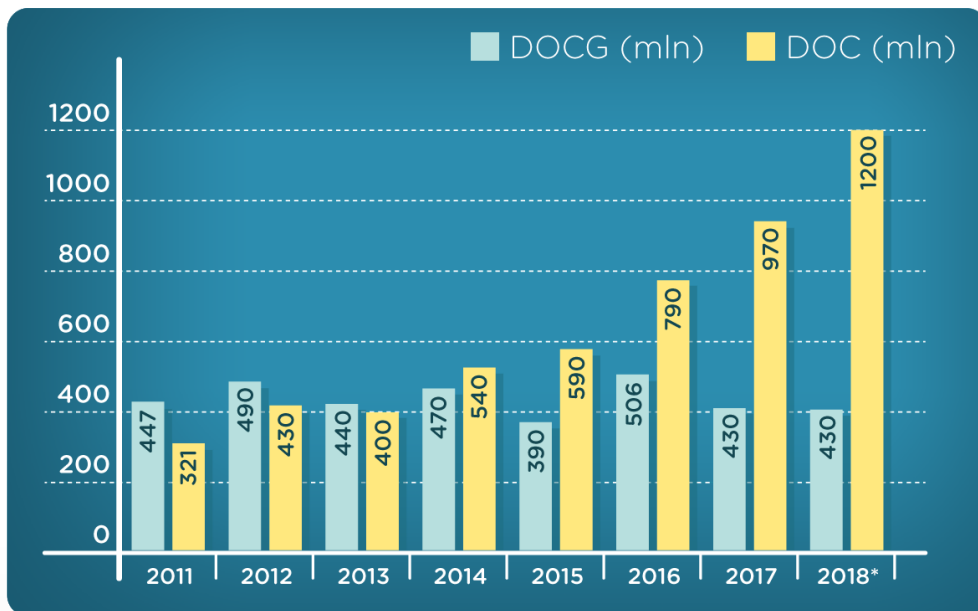
- A manufacturing and industrial company with consistent experience in several production areas
- R&D, creative design, leading edge technologies and project management capabilities on behalf of community interest



■ Common Printing  
Security and traditional printing  
State Mint  
Mint Museum  
School of the art of Medal making  
Multimedia

■ Blanks and engineering for coin production  
■ Paper mill and Security products

## Wine Seals Market Scenario



# Physical security

Physical devices designed and developed with hi-tech materials to counteract illicit replica and to secure authenticity:



1. Watermark and special inks
2. Polycarbonate
3. RFID tags
4. Holograms

# Logical check

In addition to the **physical** safety features, the product is also identified by:

- **serial number**
- **control code**

The **correlation** between the two codes is the key that guarantees the **tracking** of each single seal, **from production to delivery**.

This key also allows, by accessing the **dedicated information portals**, to verify the presence of the seal in the tracking database, the possible inclusion in the **blacklist** and to check other available information.

control code  
generated by IPZS  
algorithm

sequential  
alphanumeric  
code



# Information exchange



# An example: TrustYourWine

**Authenticity:** instant check of the seal throughout the correct coupling between serial number and control code

**Traceability:** History of the product via identification based on unique seal code





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