

What is KayCode?



KayCode:

- A digitally signed QR-code
- Can not be created by third parties
- Blended into the product or document and linked to a dynamic website with information and service for that very item.

KayCode is the SSL of things!
(scan here →)



What is the offer?



KayCode is a unique marker for every single item



Counterfeiters cannot produce KayCodes themselves



We offer „Track & Trace“-webservice for every KayCode



Customer scans **valid** KayCode on product:



- Direct feedback that the document or product is genuine
- Service and Support
- Customer can give Feedback about this item



Customer scans **invalid** KayCode on product:



- Direct feedback that the document or product is fake or stolen
- Direct contact to authorities is possible

KayCode for counterfeit protection



With KayCode it is possible to clearly mark any item.

Features are:

1. Anyone being in doubt can scan the KayCode on the product and gets crisp and clear information online with a code-reader of choice.
2. Offline-test against blacklist and certificate with app.
3. Dynamic website offers situative data (e.g. during a recall-campaign)
4. Online version of the packaging-image for direct visual cross-reference or user-friendly “how-to” videos.
5. Traceability for any marked item
6. Feedback function for sold products – No more fake feedback information from professional agencies

How to detect a counterfeit ?



Without KayCode:

- No clear information
- No feedback from Roche
- No additional support
- No counterfeit detection

With KayCode:

- Clear information
- Feedback from Roche
- Additional support possible
- Online counterfeit detection



How to handle a recall ?



Without KayCode:

- No clear information
- No feedback from Merz
- No additional support
- No counterfeit detection
- Customer needs to find out about recall and checks [LOT](#)

With KayCode:

- Clear information
- Proactive feedback from Merz
- Additional support possible
- Online counterfeit detection
- Fast Link to [GIZ](#) possible



KayCode for the industry



No KayCode:

- No fake-protection
- TQM is done manually
- Outdated sparepart catalogues
- Outdated manuals

With KayCode:

- Next level brand protection
- Dedicated websites
- Traceability for all products
- Enhanced TQM functionality
- Enhanced online services
- Up to date manuals



KayCode for the industry



Laserengraved KayCode:

- Blended into the product
- Not affected by any solvent
- Full functionality

With KayCode:

- Next level brand protection
- Dedicated websites
- Traceability for all products
- Enhanced TQM functionality
- Enhanced online services
- Up to date manuals



KayCode how to print it ?



The KayCode is easy to print with:

1. THT technology (direct or indirect)
2. Ink-Jet technologies
3. Laser printer for labels or documents
4. Laser direct part marking



Fachpack Focus Topic 2015 : „Marking & Labeling“

Contact



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Cost:



How much is it to get protection ?

KayCode registration and usage:

KayCode		
Number of codes per product	Price / KayCode	Cost
1.000	1 ct	10,00 €
10.000	0,9 ct	90,00 €
100.000	0,8 ct	800,00 €
1.000.000	0,6 ct	6.000,00 €
10.000.000	0,4 ct	40.000,00 €
100.000.000	0,2 ct	200.000,00 €
New product		75,00 €
Version of a.m. reg. product		25,00 €
Registration fee / company	lifetime	49,00 €

