05. Juli 2012

NO FAKES! only real stuff:
Motor Service unveils new counterfeit-proof packaging

In many sectors – including the automotive industry and its suppliers – product piracy is rife. This is no minor matter. It poses a major threat to innovation and competitiveness, to say nothing of the safety risks. A German Engineering Federation (VDMA) study published in 2011 estimated the total economic damage to be €7.9 billion. At Automechanika 2012 Motor Service is presenting a new, counterfeit-proof form of packaging. Features such as a 2D matrix code and a state-of-the-art Holospot guarantee that the product supplied is the genuine article.

The new packaging will be on display at the company's stand under the motto "NO FAKES! only real stuff". It bears the Kolbenschmidt, Pierburg und TRW Engine brands marketed by Motor Service, depicted in white against the dark blue corporate colour of the KSPG Group (the former Kolbenschmidt Pierburg), whose aftermarket Motor Service is responsible for. The homogenous appearance and uniform colours are intended to define the Group's image in the market more sharply.

Taking a stand against product piracy
The most important security features are the label with a 2D matrix code, the accompanying two-line "statement of genuineness" and a so-called Holospot, a special hologram. In order to verify the authenticity of the product, the last four characters of the "statement of genuineness" can be compared with the four legible figures of the Holospot. The product is only genuine if the figures match.

The Holospot contains an additional Motor Service security code that can only be read with a special magnifying glass. Moreover, the Holospot is produced with several holographic levels, an elaborate procedure that makes it impossible to counterfeit. It conforms to today's highest security standards and contains a number of other inspection levels that reach into the nanosphere and can only be identified with special equipment.

A further security feature is a seal for insuring the integrity of the packaging. If the seal is removed or damaged, the word "Opened" appears in nine languages.

If necessary the 2D matrix code can be checked with a special scanner or by completely entering the "statement of genuineness" lines at the Motor Service of TecCom websites. TecCom is one of the world's best-known business-to-business platforms for the international aftermarket, which automates business processes between parts makers and wholesalers with various products. After being entered the number is examined. A traffic light signal (red, yellow or green) then appears,

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with "green" indicating acceptance and "red" non-acceptance; "yellow" indicates that the number has already been queried several times, but is correct. Motor Service customers are requested to use this verification chain and to report possible irregularities immediately: regular checking helps to make the supply chain more secure – and to put the product pirates out of business.

A transitional phase of roughly one year
The new packaging will be introduced in stages during a period lasting approximately one year. Among other things, the decision in favour of a transitional period during which both types of packaging are in circulation has the advantage of avoiding waste and conserving resources.

In order to inform its customers about the features of the new packaging, Motor Service has developed a "Security Poster". In various sizes, the poster graphically explains each of the checkable security features, and will be included in every shipment, especially during the initial and transitional phases.

The film „In zwei Minuten Verpackungsexperten" can be seen at Youtube. Follow the link http://www.youtube.com/watch?v=2Uq8tuhz2Xw

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