

# The AUTHENTICATION

The Official magazine of Authentication Solution Providers' Association (ASPA) **Times**



**THE EURO:  
20 YEARS OF  
CASHING IN ON  
HOLOGRAMS**



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# Editor's Corner



Dear Readers,

Welcome to the 42nd edition of The Authentication Times.

This month, two significant incidents in the healthcare industry have again raised the issue of counterfeiting. It's a big menace; perhaps, one can't measure its multi-fold impact, especially in life-saving vaccines, drugs and medicines.

Reading through the pages, you'll find various news of interest. In our counterfeiting alert section, you can read about the recent seizure of spurious COVID-19 vaccines, medicines, test kits and counterfeit HIV-1 medications.

You'll also be able to read about the latest innovations in our Technology Update section and about incredible anti-counterfeiting initiatives undertaken in India.

While you enjoy our regular sections and updates, make sure you do not miss the cover story by Paul Dunn, Chairman, IHMA, on hologram completing 20 years on Euro. It's 20 years since the first series of euro notes became a reality for 300 million Europeans. The article will guide you about the vital role holograms play in authentication and banknote protection.

I hope you will find this issue informative and exciting and, as always, look forward to receiving your feedback.

Sincerely,  
*Chander*

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**The AUTHENTICATION Times**  
The Official magazine of Authentication Solution Providers' Association (ASPA)

## About The Authentication Times

The Authentication Times is the official magazine published by Authentication Solution Providers' Association (ASPA). The publication offers in-depth analysis, news, research, article, and expert opinion on the latest developments on Anti-Counterfeiting, Brand Protection, Serialization and Traceability in and out of India. The editorial team welcomes news, contributions, and comments.

For further information, subscriptions, contributions, and advertisement, please email your submission at [vikram@aspaglobal.com](mailto:vikram@aspaglobal.com)

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## UP FDA seize a large cache of spurious COVID-19 vaccines, medicines, test kits

- The accused – a group of five individuals in Varanasi – allegedly filled empty vials with distilled water and passed them off as vaccines.
- To make COVID-19 rapid antigen test, the accused used pregnancy strips which look like pregnancy kits as both are strip-based tests. They procure pregnancy kits from the market and paste a wrapper of the antigen kit.



Picture: A view of the goods that UP FDA officials seized on their February 2, 2022, raid, Photo: Times of India

Uttar Pradesh, India: In a raid conducted on February 2, the Uttar Pradesh Food and Drug Administration (FDA) and officials of Special Task Force (STF), Uttar Pradesh Police, has secured a large tranche of spurious COVID-19 vaccines, remdesivir injection,

rapid antigen test kits, medicines, a packing machine, empty vials, swab sticks etc. from Varanasi. During interrogation, the accused confessed that he and his aides manufactured fake vaccines and testing kits. They supplied these goods to other gang members for supplying the consignments to different states through his network. The estimated market value of seized material is said to be around ₹4 crores, said an STF sleuth.

Source: <https://www.uniindia.com/>

## Gilead announced massive seizure of counterfeit HIV-1 medications from the U.S. Supply chain

- An investigation uncovered 85,247 counterfeit bottles



Gilead Sciences Inc sued an unauthorized network of small drug distributors, claiming they endangered patients by selling more than \$250 million in counterfeit versions of its company's HIV drugs—mostly Biktarvy and Descovy—in the United States over the last two years. The company has taken action to protect the health and safety of the public from an expansive, criminal counterfeiting network

responsible for distributing counterfeit and tampered Gilead HIV medication within the U.S. supply chain.

As part of an ongoing investigation and litigation, in coordination with the U.S. Marshals and local law enforcement, Gilead has executed seizures at 17 locations in eight states, seizing thousands of bottles of Gilead-labeled medication with counterfeit supply chain documentation, including bottles labeled as the HIV medicines Biktarvy® (bictegravir 50 mg, emtricitabine 200 mg, and tenofovir alafenamide 25 mg tablets) and Descovy® (emtricitabine 200 mg and tenofovir alafenamide 25 mg tablets). Gilead continues to work closely with the U.S. Food and Drug Administration (FDA) and law enforcement to remove counterfeit and tampered medication from circulation and



prevent the future distribution of counterfeit medicines.

“Patient safety is our first priority, and our actions were instrumental in removing counterfeit HIV medications from the U.S. supply chain,” said Lori Mayall, Head of Anti-Counterfeiting and Brand Protection, Gilead Sciences.

Source: <https://www.gilead.com/>

## India is all set to issue next gen e-passports

- India issued over 10 million passports between 2017 and 2019, dropping to 6.8 million in 2020 due to the coronavirus pandemic.

According to the ICAO, over 100 states and other entities such as the U.N. currently issue e-passports, with more than 490 million such documents in circulation.

India has already issued about 20,000 e-passports to diplomats and other officials under a pilot project in 2008. It is now extending that to other people. The External Affairs Ministry has a long-term contract with software maker Tata Consultancy Services, which since 2008 has helped the government transform the delivery of passport-related services by digitizing processes. On Jan. 7, the government said it had signed a new agreement with the company to implement a new phase of the program in which TCS is to help upgrade technology, strengthen data security, and take care of other matters.

Source: <https://www.indiatoday.in/>

## Indian Govt mandates QR codes on labels of all APIs manufactured and imported from January 2023

**N**ew Delhi, India: The Central government of India has mandated a Quick Response (QR) code on the label of all active pharmaceutical ingredients (APIs) manufactured or imported in India, at each level packaging, to enable tracking and tracing of the ingredients. The amendment Rule is scheduled to come into force from January 1, 2023.

The amendment of Drugs Rules, 1945 was issued as a final notification by the Health Ministry on January 18, 2022. According to the notification, the new Rule, named Drugs (Amendment) Rules, 2022, inserts a sub-rule (5) after the existing sub-rule (4) under Rule 96 of the Drugs Rules,



File photo: Then-President Pratibha Patil, centre left, and then External Affairs Minister Pranab Mukherjee, centre right, during an Indian e-passport pilot project in June 2008. Source: Digital Photo Library, <https://dpl.presidentofindia.nic.in/>

**N**ew Delhi: India is all set to issue passports embedded with chips containing the holder's biometric data, joining a wave of countries that have already taken the step as it pushes to boost security and smooth international travel for its citizens. Sanjay Bhattacharya, Secretary of the Consular, passport and visa division at India's Ministry of External Affairs, this month tweeted the "next-gen e-passport" will launch "soon," without giving an exact timeline. He said the passports would comply with the International Civil Aviation Organization (ICAO) standards, a specialized United Nations agency.

Malaysia became the first country to launch an e-passport in 1998 before the ICAO adopted a global blueprint for integrating biometrics into passports and other machine-readable travel documents. Belgium issued the world's first passport compliant with ICAO standards in 2004, while Bangladesh was the first South Asian nation to introduce e-passports in 2020.

As well as speeding up passage through immigration counters at airports and ports, experts say e-passports cut the risk of duplication and data tampering.

1945, related to the manner of labelling.

The new sub-rule says, “Every active pharmaceutical ingredient (bulk drug) manufactured or imported in India shall bear Quick Response code on its label at each level packaging that stores data or information readable with a software application to facilitate tracking and tracing”.

The stored data or information shall include the minimum particulars, including unique product identification code, name of the API, brand name (if any), name and address of the manufacturer, batch number, batch size, date of manufacturing, date of expiry or retesting, serial shipping container code, manufacturing licence number or import licence number and special storage conditions required (if any).

The authorities have been considering options to implement technology to track and trace drugs and raw materials in the last few years.

Source: <http://pharmabiz.com/>

## The Health Ministry extends the date of implementation of UDI for medical devices

India’s Ministry of Health and Family Welfare has finalized plans to postpone unique device identification (UDI) requirements indefinitely for medical devices. According to a notification in The Gazette of India, Rule 46 of India’s Medical Devices Rules 2017 have been

amended to enable the government to determine how and when to implement UDI requirements. Previously, UDI rules were set to effect on January 1, 2022. The Ministry first proposed the final amendment to Rule 46 and delayed implementation of UDI requirements in mid-December 2021.

## PDS: Telangana State goes hi-tech to track gunny bags

Hyderabad: For the first time in the country, the State IT and Electronics and Communication department have come up with a unique concept of fixing RFID tags or QR code enabled systems to track the inventory of gunny bags, besides arresting any discrepancies in the distribution of grains.

Annually arranging gunny bags for the supply of food grains through Public Distribution System (PDS) and tracking them has been a perennial issue for the Civil Supplies Department.

But not anymore; the Emerging Technologies wing of the

department has taken up a project using blockchain to track the distribution of gunny bags. Under this initiative, RFID tags or QR codes are fixed to each gunny bag, and their movement or location is tracked through a mobile app.

In the app, the users can track the source of the gunny bag, delivery point (at which shop they have been distributed), the purpose for which the bag was used (paddy or wheat or other grains) and the batch details of the bags, an official from Emerging Technologies wing said.

A pilot project was taken up in Siddipet last month. A wi-fi set-up was installed at the Mandal Level Stock (MLS) point to facilitate internet service, and 1,160 bags were fixed with RFID tags and QR codes.

Through the app, the Civil Supplies Department officials now track the location of the bags. From the MLS, officials can track all the details, including which PDS (ration dealer) shop, the stock sent, how many bags were available with the particular shop, etc.

“The tags are tampered proof and cannot be damaged. In case any attempts are made, an alert is raised in the central server through which officials can identify the location and initiate action accordingly,” the official explained.

On the reasons for coming up with the initiative, IT Principal Secretary Jayesh Ranjan said the State’s PDS has 2.83 million beneficiaries and uses about 110 million bags annually for food grain distribution.

Source: <https://telanganatoday.com/>

### Avoiding discrepancies



- Annually, Civil Supplies Department procures **50%** new and **50%** old bags
- New bags are procured from Jute Corporation of India
- It also buys old gunny bags from different traders through tenders
- This apart, the department procures bags from PDS dealers but most sell the bags in open market as they get good price
- The department also ensures the bags are returned by millers after the milling exercise is completed every season



# THE EURO: 20 YEARS OF CASHING IN ON HOLOGRAMS

It's 20 years since the first series of euro notes became a reality for 300 million Europeans. To mark the occasion, Dr Paul Dunn, chair of the International Hologram Manufacturers Association (IHMA), considers the anti-counterfeiting role holography has played and welcomes plans for the banknote's first redesign.



**Dr Paul Dunn**  
Chair of the International Hologram  
Manufacturers Association (IHMA)

**Holograms have helped to protect the euro banknote for 20 years from the risk of counterfeiting, says the IHMA**

To understand why the European Central Bank (ECB) decided to place holograms onto the euro as an anti-counterfeiting feature, you have to go back to the first reports of colour photocopiers being used to counterfeit banknotes, which came at Interpol's 6th International Conference on Currency Counterfeiting (Madrid, 1977). The resolution, contrast and colour fidelity of office copiers had improved to the extent that casual counterfeiting of the printed features on a banknote had become a reality, forcing the security print industry to react.

The first diffractive optically variable image devices (DOVID) to be used on banknotes was the Reserve Bank of Australia's note, in 1988, commemorating Captain Cook's discovery of Botany Bay and then the Austrian National Bank issuance of a new high denomination 500 schilling note. Following this, progress was initially slow as many technical challenges, as well as the reluctance to accept DOVIDs as secure features, had to be overcome. The next significant development, in 1991, was the issue of the 20 Markkaa from the



## Dynamic imagery

The devices used on the euro are far more complex than the ones featured on the earlier banknotes. In addition to rainbow colours, these KINEGRAMS on the lower denominations and Alphagrams™ on the higher denominations, mastered by OVD Kinegram and Hologram Industries (now SURYS) respectively, contained dynamic imagery channelled to show different graphic designs at different angles.

Such complexity presents challenges in describing and explaining them to specialist examiners and the general public. The European Central Bank (ECB) communicated the salient visual features through an extensive public education campaign using the strapline 'Look, Feel, Tilt', contributing to their success as a secure public feature, and the increasing complexity of imagery to provide high security has continued unabated. The simplicity of this message was so successful that it, or variations of it, are now widely used around the world by other issuing authorities.

At the 2002 physical launch of the currency, 12 countries with a total population of 308 million adopted the euro and the ECB's report on the 'Evaluation of the 2002 cash changeover' calculates that front loading of banknotes by credit institutions to residents of the euro area required 13.25 billion notes. And as there was a DOVID on all of the denominations this demanded a roughly five-fold increase in the European capacity for banknote quality devices - the largest use of DOVIDs to date.

In retrospect, the decision to use DOVIDs for the euro, their



Bank of Finland with a 2 mm wide DOVID security thread using holographic film supplied by Applied Holographics PLC, and by 2000 the ECB had decided to use DOVID technology on the new euro. This raised the number of countries issuing banknotes with DOVIDs to 31, with a total of some 80 denominations in circulation.

Indeed, the most significant driver in the widespread adoption of DOVIDs on banknotes was the decision to include them on the euro, launched in 2002, as a security feature. This move has been heralded as the successful culmination of a very thoroughly researched banknote - from concept to design - followed by a well planned and executed production and distribution project.

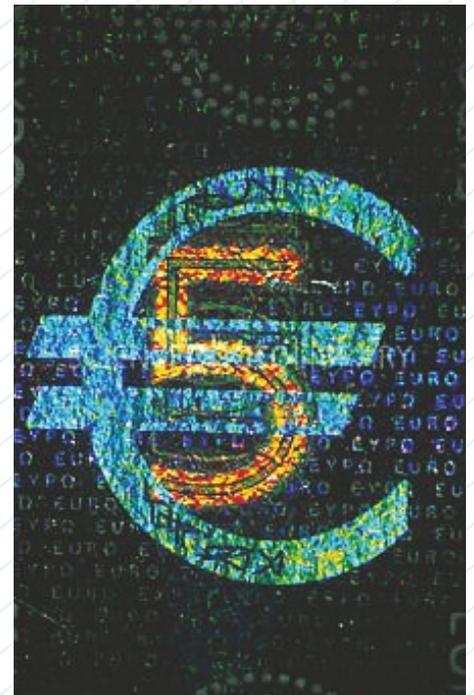
The presence and quality of holograms on the euro confirmed that the age of anti-counterfeiting technology for banknotes had truly arrived and in excess of 13 billion notes were issued in the first year alone with every denomination featuring a DOVID with stripes on the three lower denominations (€5, €10 and 20) and patches on the four higher denominations (50, 100, 200 and 500).

sophistication and their successful application on the banknotes at high speeds, must be seen as a huge vote of confidence in the technology, paving the way for other central bank to adopt holograms as effective anti-counterfeiting solutions for their own new banknote programmes.

It is impossible to isolate the effect of the use of DOVIDs from all other factors, on the security of the launch of the euro. Prior to the currency's launch there were media scare stories warning of the risk of a wave of counterfeits of the new, unfamiliar, banknotes. However, up to the end of February 2002, a total of only 1,485 counterfeits, all of very poor quality, were reported by the national analysis centres of the participating countries. In the words of the ECB evaluation report 'Clearly, the potentially serious risks posed by a flood of counterfeits at the start of the year [2002] did not materialise. The level, when compared with previous experience with the legacy currencies, has indeed been very low'.

## Redesign

It is accepted best practice among banknote issuers to refresh or redesign banknotes



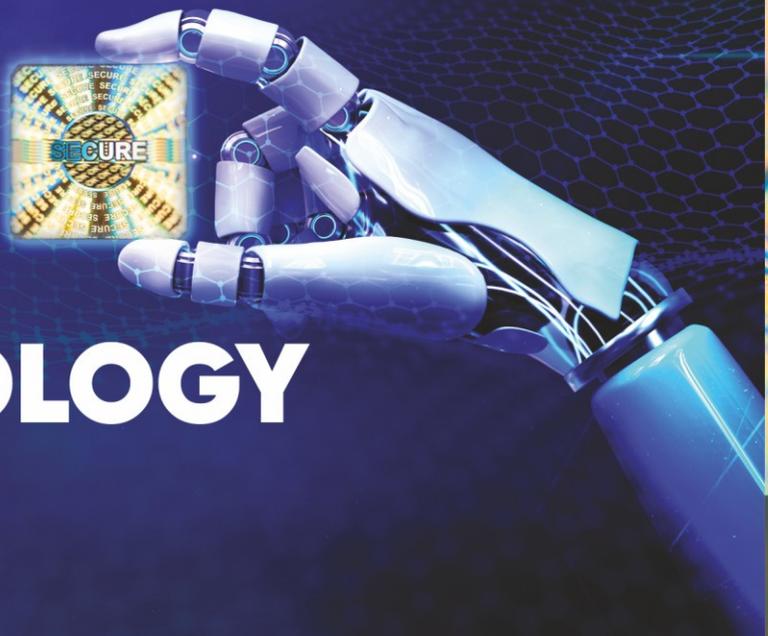
every 7-10 years to keep ahead of counterfeits. After ten years, euro banknotes underwent a 'refresh', with the addition of new imagery (notably in the form of a portrait of the eponymous mythical goddess Europa, after which the series was named, in the DOVID, watermark to add a quasi-human touch) and enhanced security features, albeit that the overall design remained the same. The DOVIDs on the two lowest denominations were replaced with registered diffractive stripes. In the other denominations, these were overlaid over an aperture in the substrate to create a 'window', with different holographic effects visible either side of the note. The first notes in the Europa series went into circulation in 2013.

Again, the fact that the ECB retained DOVIDs in this second series was a solid endorsement both of their value as first line security features, and the way in which the technology is continually being upgraded and enhanced to offer additional anti-counterfeiting and authentication capabilities. This has been borne





# DRIVING INNOVATION THROUGH TECHNOLOGY



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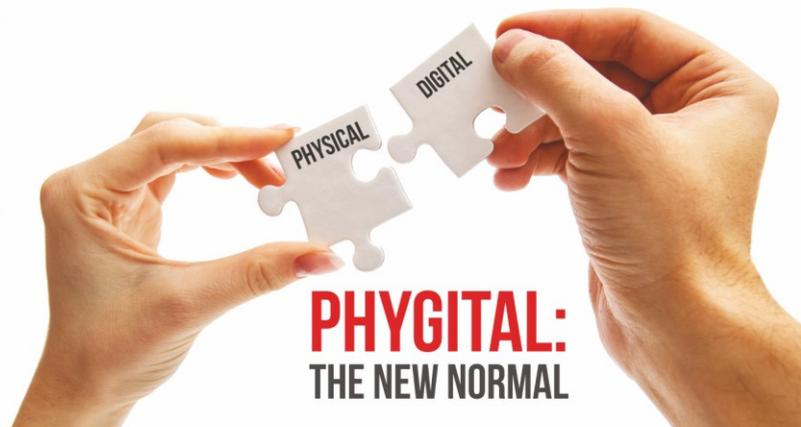
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out by studies, notably the Dutch central bank, that the feature is the second best in public recognition terms after watermarks.

Now, the euro banknotes are facing a redesign for the first time since their launch two decades ago, with a desire to make the currency 'more relatable to Europeans of all ages and backgrounds'. There's little doubt that holography will continue to feature in a move that signals a vote of confidence in the staying power of the euro by the ECB's Governing Council, which wants to see innovative and secure banknotes that connect with people right across Europe. Indeed, the latest Study on the Payment Attitudes of Consumers in the Euro Area (SPACE) confirmed that cash was the most popular means for people to pay for retail items in-person in 2019.

And as part of its Cash 2030 strategy, the Eurosystem is taking concrete steps to ensure that cash continues to be available and accepted as a means of payment well into the future. The ECB Executive Board wants to develop euro banknotes that people can identify with and will be 'proud' to use with member Fabio Panetta adding: "The process to redesign

the euro banknotes will run in parallel with our [ECB Executive Board] investigation on a digital euro. Both projects aim to fulfil our mandate of providing safe and secure money to Europeans."

The net number of euro banknotes in circulation stood at 28 billion pieces as of September 2021. The number of EU countries that have adopted the currency stands at 19 (with two more, Croatia and Bulgaria) set to join in the next couple of years. At the end of the first year following its launch, when it was used by 12 member countries, the volume was 15 billion.

As we look forward to a new age for the euro, one thing is clear: the role of banknotes in any payments eco-system and the need for secure, cost-effective features that the public recognise remains as strong as ever. The difficulty holograms present to criminals and counterfeiters cannot be overstated - indeed, a third of all current banknotes in circulation (327 to be precise) now feature a DOVID. And that is why they will continue to be used by the ECB and other banknote issuing authorities for years to come.

<https://estore.reconnaissance.net/product/diffractive-features-on-banknotes/>

<https://www.ecb.europa.eu/pub/pdf/other/cashchangeoverreport2002en.pdf>

## Lake Image Systems, Domino secure Dutch postage stamp printing

and inspect the variable matrix code on every stamp during the production process.

Domino implemented its K600i inkjet printing system to print variable matrix codes on sheets



First German stamp with matrix code – issue date 4 February 2021. The theme fits: “Digital Change

Lake Image Systems, a supplier of print quality and variable data verification and camera inspection solutions for the security, labels, and commercial print industries, has implemented its inline camera inspection system at the security printer, Royal Joh. Enschedé to validate variable data matrix codes printed on the new, trackable postage stamp for Deutsche Post.

By printing a unique, two-dimensional data matrix code on every stamp, Deutsche Post can easily detect reused or forged stamps to prevent fraud, track a letter throughout its network, and provide customers new digital and philatelist services with the barcoded stamp.

In early 2021, Royal Joh. Enschedé was one of the few select security printers to print these new stamps and selected Lake Image Systems and its parent company, Domino Printing Sciences, to print

containing 90 stamps, while Lake Image implemented its Discovery Multiscan3 camera inspection system to read, verify and grade every code according to the required specifications. Both systems were mounted inline onto a Mabeg sheet feeder, running at 2,000 sheets per hour. If a variable matrix code on a stamp failed the inspection, the entire sheet was automatically diverted and discarded.

At the end of every run, Discovery Multiscan3 produced a detailed report on the status of every stamp allowing Royal Joh. Enschede to check for possible duplicates and generate a manifest file, which would be sent to Deutsche Post. This file enabled Deutsche Post to release the stamps knowing precisely which codes were active and, more importantly, which were not.

Source: <https://www.lakeimage.com/>

## Zwipe, Easy Pay and KL HI-TECH to pilot Biometric Payment Cards in India

O slo, Norway, Hyderabad and Pune, India: Zwipe, KL HI-TECH and Easy Pay can confirm that they will pilot biometric payment cards in India, aiming for commercial launches by summer 2022. Easy Pay is one of the fastest growing payment brands in India whose services are used by over 2 million retail stores and millions of consumers. Zwipe is a fintech pioneering the development of next generation biometric payment solutions.

Founded in 2014, Easy Pay has grown rapidly to become a leading payment brand for merchants and consumers in India. “Paisa Nikal” is an AADHAR Enabled Payment Service (AEPS) which has been ideated and executed by Easy Pay allowing hassle-free and safe transactions for millions of users. In 2020, it processed payment transactions worth USD 8.4 billion (expected to reach USD 12 billion in 2021). Easy Pay has now decided to issue next generation biometric payment cards in collaboration with Zwipe and KL HI-TECH, Zwipe’s manufacturing partner in India.

Source: <https://zwipe.com/>



## De La Rue Gets Five-Year Contract with Oman Tax Authority



**M**uscat: De La Rue has signed a contract with the Oman Tax Authority to implement a Digital Tax Stamp solution for excisable goods.

The five-year Oman contract involves a Digital Tax Stamp setup, which combines secure printed tax stamps with digital tracking technology.

The Oman Tax Authority said that each roll-out stage would target one type of goods traded in markets, with the first phase expected to begin in April, targeting tobacco products. The contract will likely contribute to revenue starting early in 2022-23.

The De La Rue system is compliant with the World Health Organisation's Framework Convention for Tobacco Control (FCTC).

Andrew Clint, Managing Director of the authentication division, said: "We are honoured to have been selected by the Tax Authority in Oman to implement this FCTC compliant digital tax stamp solution which means that all of the GCC countries that are

implementing tax stamp solutions have selected De La Rue as their partner".

Source: <https://news.bloombergtax.com/>

## New Currency Orders for Spectra

**B**anknote authentication and security software provider Spectra Systems Corporation has announced three new contract awards, generating \$700,000 of additional un-forecasted revenue for the 2022 calendar year. One is an additional order for covert materials from its largest central bank customer, increasing this year's initial order by 20% and bringing the aggregate order for the current year to 75% of last year's record order size. Another is an order for covert materials from an AIM-listed customer, which has renewed its sensor service contract at nearly double its historical annual value. Chief Executive Dr Nabil Lawandy said: 'we are delighted to announce these new contract awards that deliver further revenue growth from existing customers across materials, service and software business lines.

Source: <https://currency-news.com/>

## ASPA welcome the new member

**A**SPA welcomes its new full member Genefied Brand Protection Solutions Pvt Ltd, from New Delhi. Genefied vision is to use technology innovation and intervention to fill the gap between the current supply chain. Their services revolve around rendering protection to brands and empowering them to reach out to their consumers. Mr Ayush Jhawar, Co-Founder & Technical Director, will represent Genefied at ASPA, can contact him via *Mobile: +91 81309 35159* or email:

[ayush@genuinemark.org](mailto:ayush@genuinemark.org).

Mr Krishna Khandelwal is the Sales and Marketing Head, can contact him at *Mobile: +91 78954 68123* email: [krishna@genuinemark.org](mailto:krishna@genuinemark.org).

<https://genefiedtech.com/>

## ASPA & MFI to organize brand protection webinar

**I**n collaboration with ASPA, Messe Frankfurt India (MFI) will organize the virtual summit, **Designing and Implementing Brand Protection Solutions on April 8, 2022, from 02:00 pm to 05:00 pm (IST)**. The event would feature two interactive Panel discussions among a distinguished and diverse panel of experts who would share their rich insights and experiences in brand protection challenges in the current scenario and insight on designing and implementing brand protection solutions that are applicable across industries/sectors and product groups.

<http://www.authenticationforum.com/Webinar/TAFwebinar.html>.

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### Anti-Counterfeiting Products



Security OVDs (Holograms)



Security Labels



3D Speciality Labels



Holographic Shrink Sleeves



Holographic Hot Stamping Foils



Holographic Wads/EPE Liners



Holographic Folding Monocartons



Holographic & UV Packaging Films

### Digital Solutions



Supply Chain Management



Authentication



Track & Trace



Warranty Management



Inventory Management



Reward Management

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