



# Trust Codes®

*"Most people would be surprised at the everyday foods and drink which are being counterfeited, and the volume of seizures shows that this is a serious global problem."* Michael Ellis, Interpol

## are you protecting your brand?

### Honey laundering: fakes revealed

**EXCLUSIVE**  
Adelle Ferguson  
Chris Gisset  
Australia's biggest retail honey company and some of the country's largest supermarkets have been accused of selling fake honey.



**China busts 50 factories making fake branded seasoning with dangerous ingredients in latest food scandal**



**OUR 230 MILLION WORTH OF FAKE FOOD AND BEVERAGES SEIZED IN GLOBAL OPSION OPERATION TARGETING FOOD FRAUD**

**Delicious or deceptive? Food fraud's economic and safety costs**  
Experts say fakes cost the industry up to \$40 billion a year and the problem is difficult to solve

**Chinese police seize fake Aussie goods**  
May 9, 2018 Remedios Lucio

**The Surprisingly Subtle Art of Food Fraud**  
The long history of faked foods includes horse-meat hamburgers, old cheddar-pepperonis, and corn-syrup honey

Regular product labelling no longer ensures consumer confidence.

Consumers and brand owners want genuine products. Does your supply chain guarantee this?

**Counterfeiters are stealing your profits, trading off your name and damaging your brand.**

**QLM Label Makers** in partnership with **Trust Print** are licensed to print and distribute: **Trust Codes®**

**Trust Codes®** help brand owners prove the authenticity and safety of their products while engaging with consumers, wherever they are. When the consumer scans the code, they are shown rich and relevant information, connecting them to your product, brand values and product characteristics. Fake products with a counterfeit code are identified through advanced algorithms that then locate the sites linked to the imitation code, enabling brand owners to **take back control of their brand.**



### combat food fraud

Unique serial numbers printed as a cryptographic QR codes deter counterfeiters and report on potential fraud, allowing brand owners to take swift action.



### consumer engagement & confidence

Consumer-driven product scanning on smartphones provide information about the authenticity and provenance of products with contextual information based on location and weather. etc



### data analysis and reporting

Advanced algorithms capture live data for rich reporting, including location data and raw data for use in business intelligence platforms.



### precision recall & traceability

Unlike standard marking, with Trust Codes products can be rapidly recalled with precise granularity. End-to-end GS1 compliant traceability associated with each and every Trust Code.

*"[Smarter] companies will leverage new technologies, third party relationships, and improved engagement to earn consumer trust and to compete...".* Deloitte: Capitalising on the shifting consumer food value equation

Contact **QLM Label Makers** to **protect your brand** with a confidential consultation.



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