

Percept™ Authentication Technologies

Solution Description

PolyOne's Percept™ Authentication Technologies, a full-spectrum platform of brand protection solutions, enabling brand owners to minimize or significantly reduce the effect of counterfeiting on their respective organizations.

Percept™ Authentication Technologies enable brand owners to readily identify counterfeit products with overt, covert, and forensic based identification solutions that range from a “yes/no” binary answer to a “one of a kind” unique identifier providing brand owners a unique customized solution for their specific need.

Percept™ Authentication Technologies have been tested and proven compatible across a wide range of polymers, processing conditions and applications. In addition, the PolyOne technical service team makes your implementation hassle-free.

Value

Why Percept™ Authentication Technologies?

Percept™ Authentication Technologies can grow your bottom line by:

Increasing Revenue

Protect against lost sales and market share due to counterfeit or gray-goods products.

Reducing Costs

Eliminate warranty, product support and liability costs associated with fake products.

Protecting Brand Equity

Protect against customer complaints or legal actions wrongly accusing your products.

Protecting Consumer Welfare

Positive product identification minimizes potential harm to consumers, reduces unwarranted recall expenses and protects brand integrity from claims as a result of counterfeit products.

Securing Supply Chain Integrity

Safely expand into new geographies.



Applications

This technology can be applied to a wide variety of polymers, processing conditions and applications.

Percept™ Authentication Technologies are an excellent choice for the following applications:

- Aerospace
- Automotive
- Consumer
- Electrical
- Electronics
- Medical/Pharmaceutical
- Military
- Packaging
- Toys
- Wire and Cable

Contact your PolyOne representative to learn more about Percept™ Authentication Technologies and how they can help you grow your bottom line.

Product choices often vary by region due to differences in regulatory and agency requirements, availability and other key factors. Please contact your nearest sales office for assistance in choosing the right solution for your locale.

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