

Montauban, France September 1st 2010 - ProofTag accredited by the Chinese government for its anti-counterfeiting technology: the Bubble Tag™.

ProofTag has received the accreditation of the Chinese government for its anti-counterfeiting technology: the Bubble Tag™.

This very seldom recognition within western security companies was issued by the China Anti-counterfeiting Technology Association. www.sinoacta.org.cn

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This accreditation led by forensic laboratory's experts from the national security government department in charge of documents security and the fight against counterfeiting, shows once again the relevance of the Bubble Tag technology with its unique ability to certify the authenticity of documents or products.

This is even more important since this distinction comes from one of the country highly concerned by the growth of counterfeiting.

Indeed China regularly pointed by western authorities is aware of the necessity to guarantee the authenticity and the integrity of products and documents. In this context, the government has been developing rapidly its own security industry.

The Bubble Tag™ was accredited by Chinese specialists who defined the solution as a singular technology relying on a combination of material, optoelectronics, mathematics and informatics. It was also qualified as a strong anti-counterfeiting solution easy to control.

This technology, which was imagined by the French laboratory Novatec in working on a faulty gluing process, was ingeniously transformed into a high security technology solution. Since then, the technology is recruiting more and more new followers. First implemented by French and American high-end wineries, then by Swiss watchmakers and several African governments to secure administrative documents, the technology is now raising the interest of Chinese authorities.

With this accreditation ProofTag takes its first important steps in the huge Chinese Market with its billions of documents and products to secure.

<http://www.sinoacta.org.cn/Article.asp-ID=92.htm>