

Editor's Foreword

Caveat Emptor

It has been known for some time now that fake chips were threatening the world's electronics industry. The US Department of Defense's procurement system for avionics and communications systems has suffered a number of embarrassing incidents of late where fake chips have compromised servcability.

Several recent prosecutions also illustrate just how serious this matter has now become. It is not just the military that's at risk either. Chips perform key roles in countless commercial products too, as well as phone systems, banking networks, electricity grids and nuclear power plants.

Modern life depends on the computer chip as much as it does on oil. Every day every one of us relies upon silicon chips to control almost every aspect of our existence from keeping us warm, to managing our finances and organising our travel. Imagine the effect that failures brought about by fake chips could have on our businesses too.

This fact hit home at the same time as I received a number of SPAM e-mails from Chinese manufacturers of Smart Cards and RFID enabled products such as wrist bands and access cards. The e-mails concerned were heavily promoted by the use of illustrations and references to well known brands that are renowned for such products. Infineon, Atmel and NXP's logo's were used to indicate the 'reliability' of such products as was the functionality which quoted MiFare, I.Code and a number of other references used to describe the attributes of each product on offer.

If I had purchased some of these products could I have realistically have expected them to perform in exactly the way the OEM intended? Indeed were the inlays acquired from the original equipment manufacturer or some 'other' source?

I put the question to a good friend at a leading supplier of RFID security inlays that are used in travel and financial cards. "You are correct to be suspicious" he told me. "The Chinese market for such products is a bit of a 'fog' at present. Some cards will use chips which are clones, some will be legitimate you have no way of knowing. So even if you get a legitimate sample when you first enquire there's no real guarantee that any bulk order will function as anticipated".

Just the thought of a rogue batch of cards hitting a mass transit system or a financial card network makes the mind boggle.

Never before has the phrase 'buyer beware' been more appropriate.

Rolling Optics' unique optic 3D labels feature on professional hair care products

Grazette of Sweden adopts the 'rolling image'

The Swedish hair care company Grazette of Sweden are re launching XL, a series of professional hair care products, which will be the first in the world within the cosmetics sector to display Rolling Optics' optic 3D labels on the package. The label does not only make the merchandise stand out on the shelf but it helps create a unique brand identity.

"I have worked over 25 years with package design for cosmetics, and I know how important it is to capture the consumer's interest in the store. This is why we spend more time and money on the actual look and feel of the package than on traditional advertisements. I am always on the hunt for new products and possibilities, and when I saw Rolling Optics' 3D material, I was fascinated", says Patrick Koch, Art Director at Grazette of Sweden.

Grazette of Sweden's and Rolling Optics' design teams worked together with the innovative labels manufacturer, Rotakett to produce a 3D label with the circles that signify the XL series. They worked to get the materials thin enough to suit a label on a rounded surface.

"It has been an exciting process where we, together with Grazette of Sweden, have created a unique brand identity to help their product catch the eye of the consumer. For us, it's been a learning process – we have now delivered our first commercial cosmetic label, 700,000 products on the shelf is a proof on our ability to deliver also at higher volumes", says Fredrik Blomquist, CEO at Rolling Optics.

Grazette of Sweden's products have been awarded for both design and quality. As an example, their product Crush 22 Waxflow was awarded Swedish product of the year at the Swedish Beauty & Cosmetics Awards 2010 with the motivation 'A Swedish company that not only beautifies hair with attitude and fresh ideas, but whose design and quality match the industry's international business'. Grazette of Sweden's products are only available for purchase at hairdressing salons.

www.rollingoptics.com

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