

# INTEGRITY™

## Advanced Identification Sewing Threads

with CertainT® Molecular-Based Authentication Technology

### Authenticity solution sewing thread

Brands and retailers are under constant pressure to increase sales dollars and build brand recognition and reputation. However, there are a number of factors working against these goals and impeding progress through the manufacturing, distribution, and selling of illegal, counterfeit products. Apparel, footwear, and luxury item counterfeiting continues to rise exponentially, year over year. By 2022, counterfeit products will cost global brands and retailers an estimated \$2.8 trillion dollars each year. Product forgeries produce a multitude of negative effects: adversely affecting sales dollars and lost sales opportunities, as well as degradation and damage of reputation and brand.

A&E teamed up with Applied DNA Sciences to develop a solution to protect brand integrity with developed authenticity thread products, made and delivered anywhere our customers do business. The result is Integrity™ advanced identification sewing threads.

### The advantages at a glance



Authenticate sewn product and validate thread order quantities



Improve product quality control to 100% with forensic certainty



Spot quality checks ensure validated product reaches final destination



Verify returned goods are authentic and genuine



## Protects brand and product integrity through sewing thread

Integrity™ is an innovative and economical solution for brands and retailers to authenticate and validate their products, anywhere within their supply chains, through a common component – sewing thread. Incorporating Applied DNA Sciences CertainT® platform, Integrity™ benefits from revolutionary SigNature® T DNA and Beacon® technology, enabling brands and retailers advanced identification capabilities with 100% forensic accuracy. A&E's extensive portfolio of thread products combined with the CertainT® platform's molecular-based technology provides a powerful authenticity solution for customers requiring true, anti-counterfeiting brand protection. From running shoes, to performance athleisure wear, to luxury brands, all can benefit from Integrity™ sewing thread.



## Ensures 100% thread product authenticity

The CertainT® platform's three technology pillars – Tag, Test, Track, enables raw materials and products to be tagged with a unique molecular identifier. This identifier can then be tested for its presence as it travels throughout a global supply chain.



**Tag**  
Unique molecular identifier is embedded in the thread with zero impact to quality or performance.

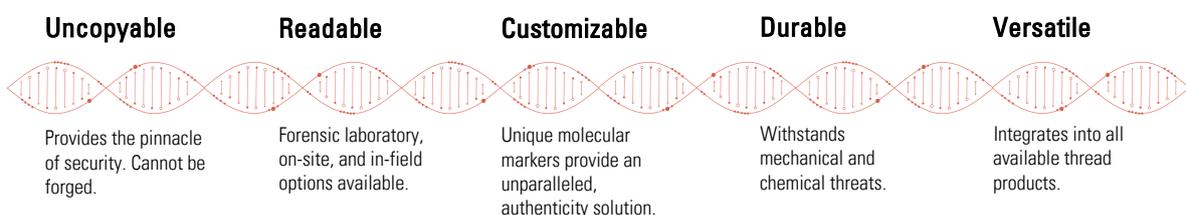


**Test**  
Authenticate sewn products with 100% forensic accuracy via laboratories, on-site, or in-field.



**Track**  
Collect data from tagged and tested raw materials as they are incorporated into finished goods.

## Why choose Integrity™ sewing threads?



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