



# INTEGRITY™

IDENTIFICATION SEWING AND EMBROIDERY THREAD PRODUCTS



PROVIDING **PRODUCT AUTHENTICITY**  
AND **BRAND PROTECTION** ON  
A MOLECULAR LEVEL.

APPAREL | FOOTWEAR | HANDBAGS | LUXURY PRODUCTS

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THREAD PRODUCTS



PROOF.



Pregúntele a su representante de ventas por los productos disponibles con esta certificación.

Brands and retailers are under constant pressure to increase sales dollars while building brand recognition, trust, and reputation. Unfortunately, there are many factors working against brands and their goals—namely through the manufacturing, distribution, and selling of illegal, counterfeit products. Luxury handbags, apparel, and footwear counterfeiting continues to rise exponentially, year over year to the tune of \$2 trillion dollars a year.

A&E in collaboration with Applied DNA Sciences have developed a cost-effective product authenticity solution with a line of Integrity™ thread products to help brands protect product integrity and solidify customer trust through forensic science.

## AUTHENTICATE YOUR PRODUCTS

Adds enhanced traceability through molecular DNA markers embedded within Integrity™ thread and confirms product authenticity.

## CANNOT BE COUNTERFEITED

DNA markers within Integrity™ thread cannot be replicated, providing 100% certainty A&E thread sewn into a product is genuine.

## SEAMLESS IN MANUFACTURING

Integrity thread can be added seamlessly within manufacturing streams and does not reduce any performance factors.

**GENERAL APPAREL • FOOTWEAR • HANDBAGS • LUXURY PRODUCTS • MENSWEAR  
• LADIESWEAR • INTIMATE APPAREL • YOGA APPAREL • SPORTS APPAREL**



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**SOLIDIFY  
CONSUMER  
TRUST  
THROUGH  
SCIENCE.**



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**IDENTIFICATION THREAD PRODUCTS**

PROVIDING SOLUTIONS FOR PRODUCT AUTHENTICITY  
AND BRAND PROTECTION ON A MOLECULAR LEVEL.



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