

De La Rue



Government
Revenue
Solutions

De La Rue Team Fighting The Dark Art

May 2020

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De La Rue Team Fighting The Dark Art.

The world is constantly changing in many ways over the past years, and it will continue to change in the future from a technological advancement, high level of security products, reducing global warming and fighting illicit trade. For the last twenty years, the world has suffered several changes both on a global and a personal level when it comes to unauthorized production and movement of goods, smuggling and diversion ungentuine products, and tax evasion.

The “Unreported Economy” creates a tax gap of \$50 Billion in cigarette smuggling, and \$200 Billion in counterfeit drugs (Havoscope 2020) which damages the economic development, hurts the brand's reputation, and put high pressure on the health and safety of the consumers who are unaware of the dangers of counterfeit products.

Helping to stop illicit trade

Fighting this spread of illicit trade, counterfeit and corruption require very effective Product Authentication that confirms the product is genuine from the moment the manufacturer produces the product, through quality control of the product in the production line, to the secure transportation of the product in the supply chain movement. This enables the government to collect the correct tax revenue and safely ensures the authenticity of the product through the consumer authentication Application.

We at De La Rue are a dedicated team that is consistently leading the battle against the Dark Art aka the Bad Guys. We are extremely committed to expunging counterfeiting and fraud activities globally with our proven evidence, more than 200 years of innovation in global security products, providing a high level of expertise in the Currency and Product Authentication markets.





“The global market for brand protection is forecast to grow at 7% a year, rising to \$3.6bn by 2020”. This rapid increase will correlate to the increase in the counterfeit goods and illicit trade market which will stunt Government’s tax revenue collection and harm the Business’s image which will lead to consumer’s low confidence in that brand.

We at De La Rue are one of two leading providers globally that supply both physical markers and an end to end software system that secures and protects the movement of goods from the point of production to the hand of the consumer.

Technology to beat the counterfeiters

DLR Certify™ is a sophisticated end-to-end system that consists of 8 modules, delivering control, traceability, and peace of mind. It’s a solution that can fully integrate with the manufacturer’s existing systems and processes.

The Onboarding processes that we provide to that manufacturers ensure their staff are fully trained, remotely support the manufacturer in their first production, provide onsite visits to enhance their system’s experience, and supply the manufacturer with supporting documents and tutorials to ensure minimum human errors.

A solution to address all forms of illicit trade, we design and print intelligent tax stamps for tobacco, small volume imported beer, direct print code for cigarettes, and high-volume beers.



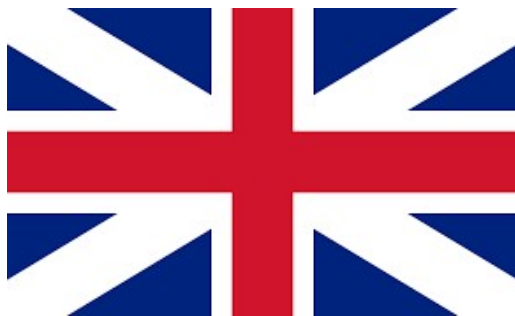


We develop cost-effective solutions that are compliant with the World Health Organisation (WHO) Framework Convention on Tobacco Control (FCTC), through a Physical Tax Stamp that carries a high level of security features, provides visible proof of “Tax Paid”, and is designed and issued here at De La Rue.



We also supply the Digital Pack Code through highly secure communication between the manufacturer and our DLR Certify™ system which enables the manufacturer to securely request download and print trackable markers on the packs.

Recent References



To meet the requirements of the EU Tobacco Products Directive, De La Rue has implemented a digital solution to track and trace the c1.7 billion cigarette and hand-rolling tobacco packs sold in the UK each year through a unique identifier. As part of the contract De La Rue also manages the service for HMRC with all tobacco manufacturers, importers, and relevant economies.



De La Rue has signed a five-year contract with the General Authority of Zakat and Tax (GAZT) in The Kingdom of Saudi Arabia to implement and operate a digital tax stamp solution for all tobacco products and soft drinks sold in the Kingdom. The solution ensures that The Kingdom of Saudi Arabia complies with the World Health Organisation's Framework Convention for Tobacco Control.



In partnership with the Federal Tax Authority (FTA) of the United Arab Emirates, De La Rue is delivering a Digital Tax Stamp (DTS) solution to track and trace tobacco products to carry both a physical tax stamp and digital code on their packaging. To date, the DTS solution, running on the DLR Certify™ system, has received orders for over 100 million tax stamps and digital codes that are being supplied to manufacturers through existing systems implemented in their production locations. UAE Customs Authorities have been fully trained and equipped to inspect, accept, and approve all shipments which are being tracked from the manufacturer through the importer and into the supply chain in the UAE.

The solution also ensures that the UAE complies with the World Health Organisation's Framework Convention for Tobacco Control, designed to minimize illicitly.



De La Rue has secured multiple contracts to deliver more than 3.5 billion tax stamps each year to be applied to tobacco products sold in the UK, France, Austria, Sweden, Finland, and Cyprus. The tax stamps are custom designed to meet the specific requirements of each of these countries, in compliance with the EU Tobacco Products Directive (EUTPD).

De La Rue, helping to keep the world's nations, populations, and economies secure. With over 200 years of anti-counterfeit experience, De La Rue is dedicated to the fight against illicit trade and the protection of the brand, reputation, and revenues.

If you would like to find out more, please email
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