

BRAND GUARD™

BrandGuard™
NFC Brand Protection Solution

BrandGuard™ combines secure NFC technology with digital management tools to help brands authenticate products, protect product integrity, and build trusted digital product identities.

Why BrandGuard™

Counterfeit products can damage brand reputation and customer confidence. BrandGuard™ creates a secure connection between physical products and digital identities, enabling reliable authentication and product protection.

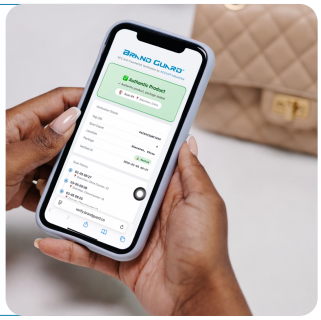
Secure Digital Authentication

Powered by advanced security features such as Secure Dynamic Messaging (SDM), tag tamper status detection, and VOID tamper protection, BrandGuard™ technology assigns every protected product a unique digital identity.



Seamless Customer Verification

Consumers can instantly verify product authenticity by tapping the NFC tag with an NFC-enabled smartphone — no app installation required.



End-to-End Brand Protection

From secure NFC labels and authentication technology to digital product management, BrandGuard™ provides a complete protection ecosystem tailored to your requirements.



How BrandGuard™ Works

1.Consultation & Solution Design

We assess your product requirements and recommend the most suitable NFC authentication solution, including NFC tag format, security features, and implementation approach.

2.Secure Encoding & Product Integration

We perform secure NFC data programming and support the integration of NFC tags into your products or packaging, ensuring reliable authentication and a seamless fit with your product design.

3.Customer Authentication Experience

Create a seamless and convenient product verification experience, allowing consumers to authenticate product authenticity by simply tapping the NFC label with their smartphones.

4.Verification Data Management

The BrandGuard™ platform service helps you manage authentication records, track verification activities, and build digital product management capabilities.

BrandGuard™ Solution Options

Choose the right solution based on your protection needs and deployment requirements.



Physical Protection

Customers with in-house software development capabilities who require full control over their data and systems.

- Factory-default NTAG® 424 DNA / DNA TT Tags
- No Pre-encoding or Backend Data Management



Physical Protection & Secure Encoding

Customers who need pre-encoded tags ready for integration into their own systems, without outsourced backend data management.

- NTAG® 424 DNA / DNA TT Tags
- Secure Pre-encoding Service
- No Backend Data Management



Complete BrandGuard™ Solution

Customers who need a ready-to-use anti-counterfeiting solution without developing or managing their own backend system.

- NTAG® 424 DNA / DNA TT Tags
- Data Pre-encoding
- BrandGuard™ Backend Data Management Platform

NFC Tag Options

Choose or customize the right NFC tag based on product type, packaging requirements, and application scenarios.



Destructible Secure NFC Label



Tamper-Evident Closure Seal



Product-Bound NFC Cable Seal



Heat-Applied NFC Garment Badge

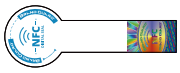
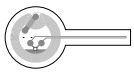


Durable Surface-Mounted NFC Tag



Other Customization Types

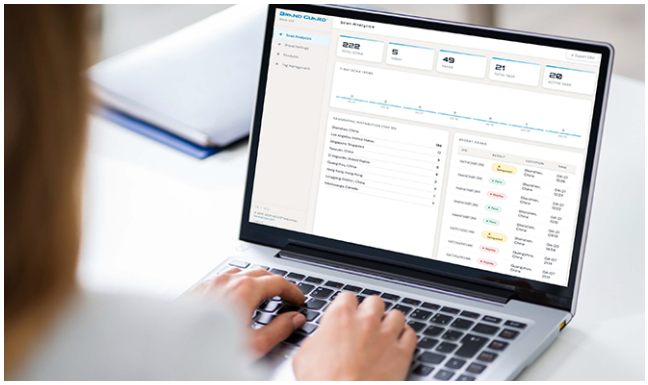
Featured Products

SKU	Design	Material	Chip Type	Product Size (mm)
RS-N424DT-BG-70D25		Coated Paper	NXP® NTAG® 424 DNA TT	25 × 70 (D×L)
RS-N424DT-TE-50D25		Coated Paper	NXP® NTAG® 424 DNA TT	25 × 50 (D×L)
RS-424-UPP-D30		PP Synthetic Paper	NXP® NTAG® 424 DNA	Ø30
RS-424-UCP-D30		Coated Paper	NXP® NTAG® 424 DNA	Ø30
RS-424-PET3M-D17		Matte PET + 3M Adhesive	NXP® NTAG® 424 DNA	Ø17
RS-424-ClearPET3M-D17		Clear PET + 3M Adhesive	NXP® NTAG® 424 DNA	Ø17
RS-424-SI-D25		Silicone	NXP® NTAG® 424 DNA	Ø25
RSRI-N424		Zirconia Ceramic/Wood	NXP® NTAG® 424 DNA	Available in Standard Ring Sizes
RS-N424DNA-CR80		PVC/PET	NXP® NTAG® 424 DNA	85.6 × 54 × 0.88 (L×W×T)

>> BrandGuard™ Platform

A centralized platform for managing product authentication, digital information, and verification data.

- Product Authentication
- Product Data Management
- Authentication Records
- Digital Product Information Management



>> Start Protecting Your Brand Today

Whether you need tamper-evident protection for your products or a complete brand protection solution, our team is ready to support your project.

Get a Quote for Your Custom RFID Solution

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