



## ATB-WEST Ltd.

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SECURITY TECHNOLOGIES & SOLUTIONS FOR YOUR BUSINESS

### COMPANY PROFILE

ATB Security Company was founded in June, 2002. Due to its investments into new technologies and professional team of scientists the company has grown to a group of companies based in Israel, Belarus, Russia, Lithuania, etc. *The main specialization of the company is innovative security solutions and unique systems to protect branded products and security documents against counterfeiting, grey imports, tampering and such like using unique technologies of Latent (hidden) polarized images.*

The executives long and in depth international security knowledge and practical experience in the high security sector guarantee our customers a high level of trust, confidentiality and a professional approach for global security projects. *ATB Group* is considered by many business partners to be the leading company in the field of brand and document security due to the application of unique patented technologies.

*ATB Group* provides a wide range of high value exclusive security features, technologies and special systems of effective identification not only for expert usage but for consumer as well. Customised security solutions can be applied to all kinds of products and materials:

- Motor oil, CD&DVD, electronic devices, light alcohol drinks, biological adds;
- Logistic documents – application of security polarized latent image stamps to internal CMR provided the control of transport goods turnover inside the country that gave the solution of the problem with grey markets and illegal goods transportation;
- Payment confirmation – application of ATB security feature to the receipts that confirmed the payment of road transit gave the opportunity to provide 100% effective operational control by the Road Police;
- Transport tickets – the sales of season tickets were increased up to 40% just after the first month of application.

The marketing policy of *ATB Group* has two main directions and divisions - **Governmental security and Brand protection**, which spread from Eastern and Western Europe to North America, Australia and Asia. Internal organisation of manufacturing platforms allows providing our customers prices that fit their interests. The European branch of *ATB Group*, **ATB-WEST Ltd.**, has its own production line and is placed in Vilnius, Lithuania that gives the opportunity to use effective logistics with minimal taxes.

A high level of applied technology, as well as the manufacturing of these security products at only few factories in the world provides the extremely high degree of documents and products protection.

Current customers of *ATB Group* range from governmental security offices and special institutes through to manufacturers of high-value luxury products consumer goods for different industries, such as the alcohol, pharmaceutical, textile and electronics industry.

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Here are some examples of effective application of polarized latent image products:

- ***Governmental security documents:***

Alcohol excise stamp – during all the period of application no cases of fake have been discovered;

Consumer goods tax stamp – total control of goods turnover.

**Result – income of taxes was increased from 1,5 to 4 times depending on the product.**

- ***Brand protection:***

Alcohol – the simplicity of goods identifying by consumers has allowed to decrease 60% cases of fakes during the first month of polarized latent image application;

Food and beverages – application of latent security elements allowed either to decrease cases of fakes to zero and either to increase the sales in 20-30% by providing an effective advertising campaign;

Automobile spare parts – security solution developed by *ATB Group* solved several problems in this industry, such as monitoring of original spare parts from producer to service station, security stamp on the package, brand protection;

Lotteries – application of transparent and easily destroyed materials that contain hidden images perfectly fit to solve the problem unsanctioned identification of winning lottery tickets;

Textile – application of polarized latent images to textile provided one of the biggest European companies with the solution how to control the turnover of clothes throughout the distributors' network.

Contrary to other market players offering security features based on their own proprietary manufacturing technology only, *ATB Group* is ready to combine a strong, broad and unique platform of various innovative security technologies organized on customer-focussed security concepts and based on an exclusive technology of polarized latent images.

Security solutions of *ATB Group* increase the Client's confidence and trust in the brand, provide a strong competitive edge to its customers, protect the executives against liability issues and eliminate the loss in revenues encountered by illegal activities around the valuable brand, such as grey imports, counterfeiting, etc.

*ATB Group* is ready for mutually beneficial cooperation and firmly convinced that the application of polarized latent images in documents and goods protection will guarantee significant success in the struggle against shadow markets and counterfeit products. It will benefit the government, consumers and companies interested in their protection.