

Brady Partners with Kezzler and Honeywell on Refrigerant Brand Protection Program

At-A-Glance

Company: Honeywell

Industry: Refrigeration

Problem: Counterfeiting of Genetron 134a refrigerant

Result: Honeywell can closely monitor and authenticate their product throughout the supply chain. In addition, the Honeywell global distribution network and HVACR installing technicians can verify if every cylinder of Genetron 134a is authentic

Challenge

Nearly 3,500 containers of counterfeit Genetron[®] 134a product were seized by local law enforcement in Saudi Arabia in 2013. Genetron 134a refrigerant can be used in automotive, commercial and industrial air conditioning, and refrigeration applications. “Counterfeit products, particularly when it comes to refrigerants, are a dangerous and costly problem for manufacturers, distributors and consumers around the world,” says Dennis Polinski, global product manager of Brand Protection for Brady. “In order to combat hazardous replications, it’s essential to establish and sustain a strong brand protection approach.”

Solution

To combat the counterfeiting, Brady partnered with Honeywell and Kezzler to develop a comprehensive brand protection labeling and tracking solution.

- Brady provided secure label design services, layered anti-counterfeit materials, serialized label converting, and controlled supply chain distribution through one of its NASPO-certified secure facilities
- Kezzler offered a real-time serialization solution that provides each product its own digital identity
- Honeywell contributed covert security taggants and detection devices

The jointly developed label is applied to the top of the product cylinder for easy scanning and authentication. The label has various levels of authentication, in addition to being tamper evident, to eliminate illegal removal and reuse. The unique kezzlercode enables the brand owner and its distribution network to digitally verify, track and monitor their product throughout the supply chain. Consumers are also able to enter the cylinder tracking code online to validate and access data.

“Developing the complete brand protection solution was truly a team effort. With contributions from Brady, Kezzler and Honeywell Authentication Technologies, we were able to leverage each company’s expertise to create a fully integrated solution that aligns with the product’s unique needs,” says Garth Zambory, business development manager for Honeywell.



Honeywell

KEZZLER



Results

“The partnership between Kezzler and Brady is a great example of how we provide a cost-effective solution to global companies that face ongoing fraud and counterfeiting issues on a daily basis. We are pleased to see our partnership expanding and that we can continue to provide solutions that ultimately benefit the consumer,” said Thomas Körmendi, CEO of Kezzler.

Initially, this program was developed specifically for the Genetron 134a products in the Middle East, but has since expanded globally.

“This labeling and tracking program was a much needed resolution, especially considering the large volume of the product manufactured and shipped globally. We look forward to future opportunities to continue to protect more products through this partnership,” added Zambory.



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