

## Summary Overview and Request for Feedback

### **“RFID meets BRAND PROTECTION”**

#### **A Convergence of Fields**

A techno-economic market report

#### **Vandagraf International**

Due for publication Autumn 2009, research and analysis relating to the new report is well underway.

The project team consists of 3 highly experienced specialists – James Bevan / Jeremy Plimmer / Brian Weeks - with experience in both brand protection and RFID and most particularly where the two disciplines cross over.

The final report will be very comprehensive, yet easy to navigate as the report will be carefully structured with detailed Table of Contents.

To place an order or request a full Table of Contents please email us at [info@vandagraf.com](mailto:info@vandagraf.com)

Note: Meanwhile we are also requesting your feedback as to which aspects of this topic may be of most interest – This will enable us to further enhance the final report.

We believe this to be a first - A report focusing exclusively on the dynamics of how and why RFID and Brand Protection are converging.

- The primary focus of this research will be the emerging importance of RFID technology as a brand protection tool.
- A secondary focus will be how increasingly brand protection thinking is being applied to protect RFID chips themselves in the face of the growing threat of unauthorised cloning of RFID tags.

The report will provide information & insights on the major technical and market developments taking place; e.g. the suitability/capability and price/performance characteristics of the various RFID devices and how they can best be applied in practice to thwart specific counterfeiting and other types of brand related threats.

Forecasts will be made about the nature and time-scale of likely future developments and their implications including the need for RFID in brand protection to be consumer activated. Case studies will be used to illustrate how this is already being achieved cost-effectively in real applications.

The report will also contain the findings of our market sizing and scaling analysis for RFID technology in brand protection related applications and market opportunities with breakdown by selected end-user market sector together with projected growth rates.

In addition, suppliers will be profiled including their current positioning in the market and business development strategy.

**Request for feedback** – At this stage there is still the possibility to steer and refine the focus of our research –  
**Comments in the appropriate boxes of the Tables below are most welcome:**

TOPIC		Interest Level			Comments
		High	Medium	Low	
Which tag to choose for which type of product, and why	Chip-based RFID				
	Chipless technologies				
	Printed 'organic' RFID devices				
What solutions are available for deployment now that can deliver effective solutions?					
Case Studies showing where RFID has been commercially applied					
The best ways of integrating an RFID device into packaging or the product					
Ways of protecting RFID devices from cloning and other threats					
Next generation, networked RFID systems in brand protection and product traceability/e-pedigree applications, including cell phone authentication					
End User Applications	Clothing and footwear, including textiles incl. Textiles for non-clothing applications				
	All electronics equipment and components, incl. Computers, domestic entertainment, telephones, incl. Household electronics, appliances, power tools and the like				
	Business and games software, video and				

	audio				
	Medicines, pharmaceuticals and veterinary Products				
	Cigarettes, tobacco and tobacco products				
	Luxury products - Perfumes, colognes, toilet preparations and cosmetics, fashion accessories and baggage				
	Automotive and aeronautical parts, incl. tyres & defense				
	Drink and food				
	Sporting goods, toys and gadgets, stationery & imaging equipment				
	Chemicals including agro chemicals, paints, fuels and lubricants – bulk and retail, incl. Packaged household chemicals				

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