

PRESS RELEASE

POLYART AND EDGYN ENTER IN PARTNERSHIP TO PROVIDE A COMPLETE AND SECURE OFFER FOR THE TAX STAMP AND SECURITY LABELS MARKET IN THE ASIA-PACIFIC ZONE.

Boulogne, November 09, 2022 – Polyart Group, a pioneer in the supply of synthetic substrates and EDGYN, a leader in the supply of brand protection solutions, announce their partnership in the Asia Pacific zone.

This partnership in the APAC zone strengthens the collaboration of more than 15 years between the two groups on the European continent. EDGYN, with 20 years of brand protection, relies on Polyart group substrates to provide highly secure brand protection and tax marking solutions. It is for example by including several EDGYN security elements, including its SpotTag® taggant on a substrate manufactured by Polyart Group, that these two players began their collaboration more than 15 years ago. SpotTag® is a proprietary taggant developed and marketed by EDGYN that allows states and brands to instantly verify the authenticity of a product. Security labels and tax stamps combining EDGYN security features and Polyart security substrates have to date protected more than 1 billion products against illicit trade.

In the APAC zone, Polyart Group will integrate the physical security solutions developed by EDGYN into its label and tax marking offer, in order to provide States with ever more secure tax marking solutions offering proof of integrity and authenticity. irrefutable, protect products subject to excise duties (alcohol, medicines, tobacco, etc.) from counterfeiting and help governments fight against illicit trade. These solutions will also be offered to private companies to protect their products against counterfeiting and illicit trade.

Bruno Millery, commercial director of the Polyart group “Our partnership with EDGYN is a natural continuation of our historic collaboration in Europe for the exclusive supply of Polyart tamper-proof supports supplemented by EDGYN solutions. Polyart Group’s ambition is to provide even more innovative security solutions to the entire production chain. Our commercial and marketing investment in the APAC zone will enable our two groups to offer solutions to governments, printers and brands in the most dynamic zone in the world. This partnership also shows the group’s desire to join forces with major players to strengthen our offer and convert new territories with ever more complete and successful offers.”

Gérald Iannone, APAC sales director for the Polyart group “Our strategy in the Asia zone is to provide turnkey solutions to end customers and their suppliers. The collaboration with EDGYN is a major step for our development. The demand for security is very strong in this area and our team is therefore more than ever ready to meet it. »

Herlé Carn, Director of Indirect Sales at EDGYN. “This partnership fits perfectly with EDGYN’s international development strategy. Indeed, we have very clearly established a leading position in Europe in brand protection. Asia is a market that we began to penetrate strongly 3 years ago thanks to our digital solutions (Adfirmia™). Today this partnership with Polyart will allow us to accelerate the marketing in these territories of our physical security solutions: taggants, security inks, chemical markers. Polyart Group was an obvious partner for us in view of their know-how, their locations in APAC and the long collaboration that binds us. »

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ABOUT POLYART GROUP

The Polyart group is the inventor of synthetic paper in Europe under the Polyart brand and leader in fluorescent coatings under the Fluolux brand. Today, with 300 employees around the world, POLYART has six production sites in France, Germany, Great Britain and the United States, as well as a subsidiary in India and two sales offices in Singapore and Shanghai.

Its brands, Polyart, Robuskin, Fluolux, Satinex and Fiberskin, are available in more than fifty countries. The POLYART group offers film and paper solutions for the industrial label market (chemical, food, horticultural, pharmaceutical, etc.), decorative (wine and spirits in particular) and security (brand protection and government solutions) - a global market in strong growth but also for digital printing, display and bespoke coating.

Thanks to its innovative technologies, POLYART is accelerating the deployment of its sustainable solutions for all of its customers. The products Fiberskin (recyclable paper for short-term outdoor applications) and r-Polyart (film based on recycled plastic) are recent examples of this.

To know more about Polyart : www.polyart.com

ABOUT EDGYN

EDGYN, formerly Arjo Solutions and a spin-off of the former leading banknote manufacturer Arjowiggins Security, has been active for more than 20 years in the protection of brands and products, supporting its clients, in the private or governmental sectors, in the fight against illicit trade, securing their income and protecting consumers.

EDGYN develops and industrializes very innovative physical or digital authentication solutions and has developed a portfolio of more than 100 patents.

EDGYN is notably a pioneer in product fingerprint solutions (Adfirmia™ and Signoptic®), allowing products to be authenticated with a simple smartphone, without adding anything to the product. EDGYN is active in the pharmaceutical, cosmetics, spirits, luxury, agrochemical and automotive sectors, providing the main players with security solutions to fight and detect parallel markets and counterfeit networks.

EDGYN is also active in the governmental field, providing security solutions for tax stamps, identity documents or investment coins (precious metals).

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