



**Graphics of the Americas 2010 and  
Package Design Magazine  
Announce the Annual  
*Brand Protection Conference:  
Innovations in Security Printing***

**In-depth sessions cover the latest technology to thwart counterfeit printing, an \$800 billion industry worldwide**

**Miami Beach, FL - December 4, 2009 - Counterfeiting -- an alarming \$800 billion industry worldwide -- has snowballed into a major issue facing brand owners and the designers, pre-media, and printers who supply them. Those attending the [Brand Protection Conference](#), co-produced with *Package Design Magazine*, will gain essential knowledge and insight about the latest innovations to protect brand image and product integrity from the counterfeiting threat. The next annual Brand Protection Conference takes place at [Graphics of the Americas \(GOA\)](#) in Miami Beach, Florida on February 25 and 26, 2010.**

**Two-Day Infusion of the Latest in Counterfeit Security Measures**

The two-day Brand Protection Conference at GOA features the latest technologies and techniques to thwart counterfeiting including design software, screening, holograms, security printing techniques, security inks, nano-tags, coatings, security substrates, photonic crystal chemistry, biometrics, DNA markers, FDA mandates and industry standards for food and pharmaceutical protection, and much more.

**Special session: The Wine Label Counterfeit/Anti-Counterfeit Project**

A special session at the Conference includes a hands-on case study illustrating one of the most prevalent and damaging forms of counterfeiting: wine labels. Dick Warner, Security Printing Consultant and Frank Kanonik, President, DigitalPrintInfo, have received permission from a winery to counterfeit one of its labels.

The session, held on **Friday, February 26 at 11:15 a.m.**, will include a video presentation about the production of the counterfeit wine label from start to finish. The counterfeit labels will be on display, alongside genuine labels, for evaluation.

Dr. James A. Hayward, CEO of Applied DNA Sciences, will demonstrate the security technology that will prevent counterfeiting of the wine label. The security technology uses embedded DNA markers and bio-signatures in the wine label.

In addition to side-by-side comparisons of the counterfeit and brand name products, the session will also demonstrate the risk that brand owners assume when no security techniques are employed.

George Ryan, President of GOA, says, "The Brand Protection Conference this year is more important than ever before. Security printing is a critical element of our marketplace from financial, brand protection, and increasingly, health-related standpoints. The take-aways in terms of education will give GOA visitors the ability to bring protection to their own operations, and thereby prevent potentially major problems in the future."

## **Conference Keynotes**

### **Thursday, February 25, 2010**

Keynote Address: *Edible Markers for Brand Protection*

*Brad Mueller, Vice President & General Manager, Commercial Safety and Security, Smiths Detection*

9 a.m. - 10 a.m.

Smiths Detection's new solution for the brand protection community authenticates, identifies, tracks and traces consumer food products throughout their life cycles. Mueller presents this solution to tracking and tracing, which uses edible, non-visible, physical markers which can be carried through a consumer product's life cycle; then read and verified using Smiths Detection technologies and assisted by 24/7 diagnostic services.

Applications for this new technology are imminent, not only for consumer food products, but also for pharmaceuticals, cosmetics, OTC drugs, and more. The technology drastically reduces detection time, response time and failure risks; both socially and financially.

### **Friday, February 26, 2010**

Keynote Address: *Counterfeit Cowboys: Profiles in Deception*

*Nick Busick*

9 a.m. - 10 a.m.

As former head of security at a prestigious racetrack resort and casino, where he was exposed to the world's most ingenious fraudsters, scam artists and criminals, Nick Busick has been actively involved in the consumer products and services supply chain. His extensive law enforcement experience includes warding off fraudulent attacks, profiling enemies, detecting criminal activities, and successful legal and financial recovery.

Busick is now a brand owner and retailer who has developed a unique approach for brand protection using what he has learned through experience. This keynote address is very useful for reviewing and upgrading your own risk management programs.

For information about the other sessions on the agenda, visit: [www.bpc-security.com](http://www.bpc-security.com).

### **Brand Protection Conference - Early Registration Discount**

Early registration is available through January 31, 2010; and team discounts are also available. Register today by visiting [www.bpc-security.com](http://www.bpc-security.com) or call +1 407-240-8009 for more information.

### **About Package Design Magazine**

Package Design Magazine delivers the news and information professional package designers need to stay abreast of the latest innovations, materials, and technology driving the packaging industry. Package Design Magazine is proud to bring the industry useful insights they need to succeed.

### **About Printing Association of Florida (PAF)**

The Printing Association of Florida is one of the most active and influential printing associations in North America, occupying a headquarters in Orlando, Fla. More than 500 Florida-based graphic arts companies consider PAF their ultimate business partner. Governed by an all-volunteer board of directors elected by its membership, PAF is a not-for-profit association representing the interests of the graphic arts industry throughout the state. PAF is affiliated with Printing Industries of America, the world's largest graphic arts trade association, making PAF members a part of the largest, most comprehensive graphic arts advocacy organization in the world. PAF is located at 6275 Hazeltine National Drive, Orlando, FL 32822, by phone: +1 407-240-8009, Fax: +1 407-240-8333, and on the Web at [www.pafgraf.org](http://www.pafgraf.org).

### **About Graphics of the Americas (GOA)**

Now in its 35th year, Graphics of the Americas is produced annually by the Printing Association of Florida, Inc., and an industry trade association. GOA 2010 is scheduled for February 25-27, 2010 at the Miami Beach Convention Center.

GOA is one of the graphic communications industry's largest, annual combined exposition and education events in the U.S. With worldwide attendance, GOA is a unique expo and conference that attracts 9,500 printers, designers, and creative professionals from North America, Central America, South America and the Caribbean. To register or for more information call 1-800-331-0461 or visit [www.GOA2010.com](http://www.GOA2010.com). Outside the U.S. and Canada, dial + 1 407-240-8009.

# # #

All products and services are trademarks or registered trademarks of their respective owners and are hereby acknowledged.

**Media Contact:**

Helene Smith

HSPR

+ 1 321-388-6511

[smith@helenesmith.com](mailto:smith@helenesmith.com)