



**Ashton Potter**  
EVERY PRODUCT, SECURED.

## Fusion Cigarette Tax Stamp

### Ensuring Revenue Collection

#### Empowering Governments to Curb Counterfeiting & Diversion

Governments have a duty to ensure consumer wellbeing and protect revenue streams. Sophisticated counterfeit and product diversion tactics not only result in missed revenue collected but can also have implications on consumer safety. Through the use of fusion heat applied stamps, agencies around the United States uphold quality and integrity while ensuring proper tax revenue is collected.

Ashton Potter understands today's complex threat landscape, and empowers governments and tax and revenue collection agencies to identify and stop counterfeiting and diversion in its tracks. Through advanced tamper-evident security features, technology, and services, Ashton Potter provides solutions that support increased tax revenue.

### Enhancing Security with Tamper-Evident Solutions

#### Available Security Features

- **Designed for maximum transfer** to cigarette packaging.
- **Aggressive thermal adhesive** for superior performance with minimal lift.
- **Multi-layer stamp construction** thwarting counterfeiting.
- **Security tint extends beyond border** which transfers with the tax stamp.
- **Flexible color choices** to create a visually unique stamp.
- **UV security ink** for covert security measures.
- **Field verifiable** optional covert features available for quick identification to the trained inspector.
- **Industry standard formats** available in multiple configurations.
- **Compatible and tested** with stamp application equipment.
- **ProLinc® software** optionally available for track and trace application.



**11.6%** of the global cigarette market is illicit, equivalent to **657 billion cigarettes a year** and **\$40.5 billion in lost revenue.**<sup>1</sup>



## Enhancing Government Track & Trace Capabilities

ProLinc®, by Ashton Potter, empowers today’s governments to ensure product integrity for their customers and their citizens by creating an all-in-one traceability solution when combined with upgraded high security tax stamps. An advanced SaaS solution, ProLinc® can track product genealogy down to the subcomponent, and stores a complete, incorruptible record of each in its Blockchain-enabled database.

With the addition of ProLinc®, governments can track genuine tax stamps to aid in counterfeit and diversion detection thus preventing compromise to citizen well-being and ensuring collection of tax revenue.



## High Security Printing Services Identifying Every Product

We combine ProLinc® with decades of expertise in high security printing. We’ll work with you to leverage the right combination of tamper-evident techniques and affix unique, irreplicable identifiers on each product. Stamp identifiers such as barcodes and QR codes are able to be easily integrated into the system upgrading today’s tax stamp to a stamp of the future.



**Billions of Products** secured, serialized and tracked by Ashton Potter technology.

### ProLinc® for Government Agencies

- **Combine physical and digital security options** to unlock the full potential of the next generation of tax stamps.
- **Highly-secure database** capable of handling billions of records.
- **Unique, serialized identities** can be assigned to each stamp and linked to a relational database record.
- **Diverted goods identifiable** via a single scan through forensic traceability technology.
- **Quick, remote access** to tamper-proof database files from the field.
- **On-site server option** for maximum speed and security.
- **Centralized reporting in real time** by pulling data from exiting operations and systems into one central dashboard.
- **Seamless integration** with existing revenue systems.

Verifying, authenticating and securing the world’s most sensitive products.

Visit [www.ashtonpotter.com](http://www.ashtonpotter.com) to discover how Ashton Potter is securing the global supply chain, one product at a time.



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10 Curtwright Drive, Williamsville, NY 14221, USA  
+1 (716) 633-2000 | [www.ashtonpotter.com](http://www.ashtonpotter.com)

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