DRAGON CODE
UNIQUE BRAND PROTECTION

GS1 Thailand Annual Meeting 2022
Next Generation of Retail Business for Consumer Safety & Protection

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Grand Hall 201 - 203 BITEC
2020 raids on Bangkok’s gigantic shopping centres which for decades were a mecca for foreigners to Thailand to buy counterfeit products have signalled an end to Thailand’s fake industry boom.
SITUATION ON FAKE

and counterfeit goods in Thailand

However, while authorities stamp out fake goods, other areas of intellectual property abuses are increasing in particular online.
DRAGON CODE

For Packaging Boxes, Pouches & Labels

For Packaging Bottles

Protection

Verification

Track & Trace
Why is DRAGON CODE?

- **Highest**: Security Encryption
- **Valuable Cost**: and Cost Effectively
- **Barcode**: can be contained all information of product
- **Barcode sticker**: can be pasted on the packaging
- **Printing**: from the normal process
- **Tracking**: imitate products easily through mobile application
PRODUCT APPLICATION
KOVIC ACADEMY

DRAGON CODE
E-LEARNING COURSE
What is DRAGON CODE?

Dragon Code is the latest robust brand protection feature powered by both the latest technologies in mobile and in security printing. It empowers consumers to detect fakes and counterfeits by checking and verifying the products prior to purchase.

Dragon Code - an accurate, fast and easy tool for product authentication and verification - provides solutions for both the consumers and brand owners in one step.

Unique Brand Protection
International Awards

Dragon Code was awarded a medal in the INOVA – BUDI UZOR 2017
International Awards
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<table>
<thead>
<tr>
<th>Display After Scanning</th>
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<tbody>
<tr>
<td>1 Valid</td>
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<tr>
<td>2 Not Valid</td>
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<tr>
<td>3 Expired</td>
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<tr>
<td>4 Image uploaded for investigation</td>
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<tr>
<td>5 Please Try Again</td>
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</table>

- Genuine product
- Fake product
- GS1 Expired or not registered
- Image under investigation
- Not good scanning result, scan again
EMPOWER
consumers to VERIFY
BY MOBILE PHONE
Dragon Code Application on Mobile
THANK YOU

Nakah Thawichawatt