



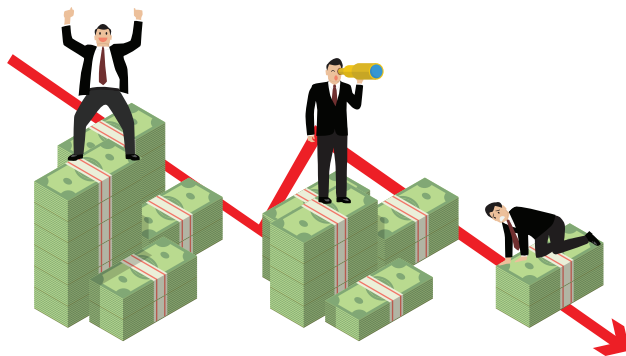
checknique

KEEPING THE WORLD  
AS GENUINE AS YOU ARE

# Experiencing Financial Loss

## The Problem

Fakes are getting hard to detect because they look so real. Too real. “Consumers are unaware that they are buying a [fake] product because the counterfeit is just that good.”  
-Thomas Mahn, Port Director Louisville of the Custom and Border Patrol Agency



## Fakes Bleed Business

“Counterfeit products cost the global economy over \$500 billion a year,” and the percent of the world’s economy bleeding away to these fakes is ever growing.

-U.S. Chamber of Commerce 2022

## Lost Profit Margins

Consumers are forced to rely on their own judgement to determine if merchandise is fake. In turn, this undercuts sales and hurts business bottom-line.



# Our Value Proposition



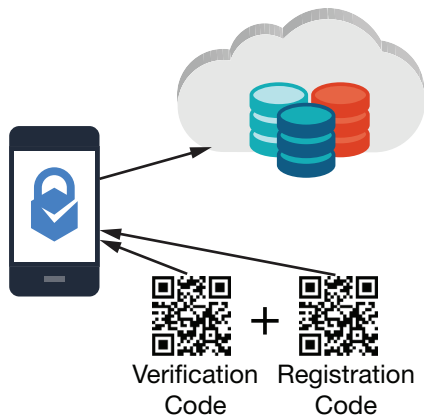
## Brand Impact

Counterfeit goods hurt business by:

- Diluting your brand
- Reducing your sales
- Damaging your brand reputation
- Forcing you to spend time and money battling fakes that should be spent elsewhere

## Our Elegant Solution

Checknique is a new software solution to combat counterfeit products. It gives consumers the ability to pull a product off the shelf, scan it with their phone, and know if the item is individually authentic or not before purchase.



## Keypair Authentication

Just like your car's VIN number, Checknique-marked products are individually unique. The solution consists of a pair of individually unique QR codes that act as a set of keys to verify authenticity and unlock ownership and registration of your products.

# How We Work

## Product Ownership

After a product has been verified authentic and purchased, consumers can then claim digital ownership of that genuine item using the Checknique app.



## Geo Protection

Checknique codes are monitored for scan frequency and location for possible duplication issues, which safeguard against fraudulent tag and product duplication.

## Metrics

Additionally, Checknique further empowers manufacturers by giving them metrics that allow them to pinpoint market success and increase their bottomline.



# Product Groups

Counterfeiters are targeting multiple product groups. By applying Checknique technology to your products we can engage the consumer, port authorities, and anyone along the supply chain to assist in stopping counterfeit goods from saturating the marketplace simply by scanning our codes and verifying authenticity of the product.



Apparel



Cosmetics



Watches



Electronics



Appliances



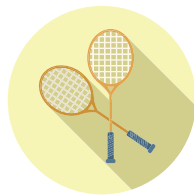
Food



Car Parts



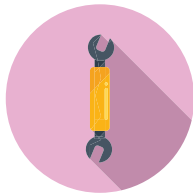
Child Safety



Sports



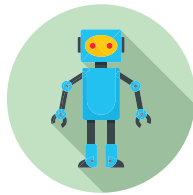
Wine



Tools



Furniture



Toys



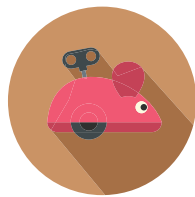
Pharma



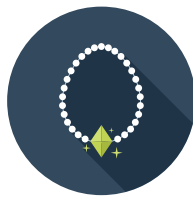
Decor



Shoes



Pet Supplies



Jewelry



Fragrances



Handbags

# Technology Benefits



## Protected Anywhere

Every Checknique code is different from another and each pair is tracked and traced from the point of manufacture. There's no need to police distribution chains or worry about your products falling into the wrong hands. Once it's marked it's safe to enter the market ecosystem.

## Affordable Solution

The Checknique solution is a low-cost answer to protecting your brand's good name. It's quick and easy to use and its patent pending process will build consumer confidence in your brand.



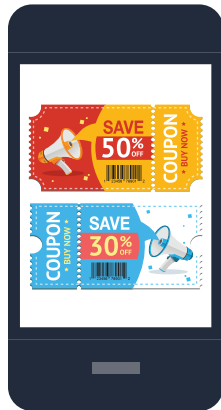
## Time Saving Protection

Our easy to apply codes will help you avoid costly litigation and save time and money on returns of fake goods. Reducing administrative costs.

# Consumer Benefits

## Brand Protection

This unique solution to fake goods cripples manufacturers of fake products. Consumers are aware of your genuinely marked goods and will avoid purchasing a fake. Thereby making it costly for a counterfeiter to reproduce and sell fake copies of your items.



## Consumer Engagement

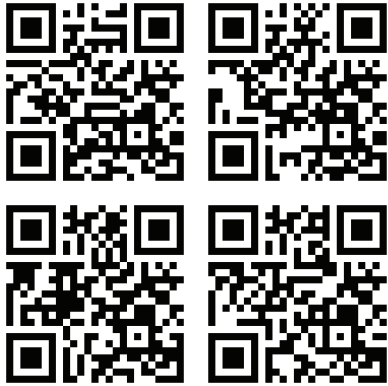
Engage your consumers through the Checknique App by offering them discounts and pushing notifications to notify them about your next big sale.

## Consumer Driven

When consumers participate as part of the solution everyone benefits. Their new confidence in finding your genuine products increases your brand credibility and market share.



# Your Next Steps

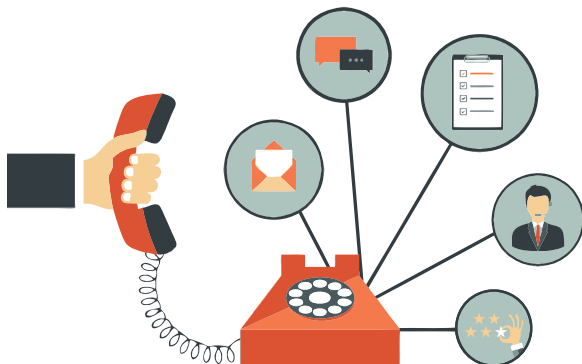


## Try it now!

Using the camera on your mobile phone, scan any of these QR codes right now to see how quickly and easily Checknique works!

## 1:1 Business Analysis

If you're wondering how Checknique's solution can be applied to your products, contact us for a free collaboration meeting to see how we can help you better protect your brand.



## Contact Us

We're easy to talk to:

Phone: **435-760-5952**

Email: **info@checknique.com**

Visit Us: **www.Checknique.com**