checknique

KEEPING THE WORLD
AS GENUINE AS YOU ARE

How To Get Started

Checknique's anti-counterfeiting technology is a cost effective brand protection solution that is easy to implement and use. Our solution also encourages customer engagement while delivering metrics for your business growth. Simply follow the steps below to get started!

Step 1: Company Verification

Like signing up for a passport, every company that will benefit from the Checknique solution needs to be vetted as a company that manufacters authentic products.

You can easily apply on our website under the Contact Us section.

Step 2: Account Creation

Once your company has the green light, a Company Portal login will be created at our B2B website. Login details will then be emailed to the account holder.

Your account can be used to manage products, codes, metrics and more...

Step 3: Add Product UPCs

To start protecting your products, log into the website and begin adding products that you wish to protect. Information can be added such as product information, image, manuals, ingredients, country of manufacture, UPC code, MSRP, promotional links and prizes etc.
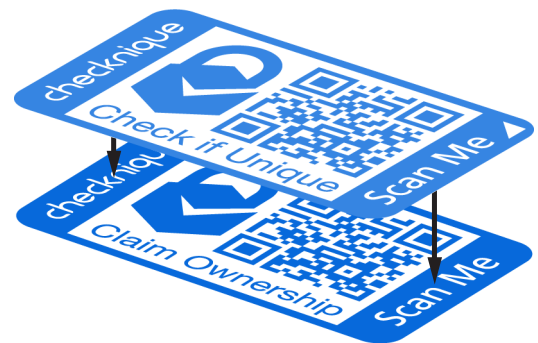
Step 4: Order Codes

On the B2B website, select the UPC code that you wish to order Checknique codes for and then enter the quantity of codes to generate. An email will be sent to the account holder with the link to download those codes the next day.

Step 5: Choose Code Placement

Checknique codes consist of a pair of individually unique QR codes that act as a set of keys (think of them like two different keys to unlock two separate padlocks in order to open a door) to verify authenticity and unlock ownership and registration of products.

One demonstration of this application as seen here is to adhere dual-layered labels to a product. Where the top label is used to verify authenticity and can be peeled away after purchase to reveal the second label which is permanently affixed to the product for consumers to claim digital ownership.
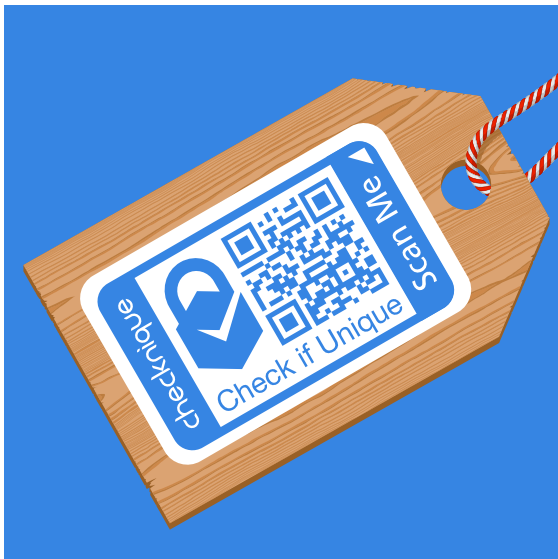
The following are a few examples of ways that Checknique codes can be applied to products:

Package Positioning

In many cases, the verification label can be adhered to the outer product packaging while the ownership label is adhered to the physical product inside the protective packaging that can only be accessed and scanned after purchase.

Another option would be to use the dual-layered label as previously described placed on the outside of the package.

Folded or Clamshell Tags

This type of tag would be ideal for products like garments or handbags. The verification label is placed on the outside of the tag. After purchase the clamshell can opened to scan the ownership label.

Direct Printing

Codes can be affixed directly onto products.

Laser Etch

For products that are metallic, get wet, or have extended life spans, laser etching is a great method to apply Checknique codes.

Your Brand Is Now Protected

With Checknique, your products are safe for distribution the moment they leave the production floor. There's no need to police distribution chains or worry about your products being counterfeited. Consumers will be able to know which products are really manufactured by your company; building consumer trust and brand loyalty.