

MARLBORO Cigarettes

VALID

STOLEN

GREY

RECALL

FAKE

411

481

471

491

401



These barcodes are 'HYBRID' barcodes.

Barcode content is divided into three parts:

1. URL – the demo server address – for Internet service
2. The ENCRYPTED part – no one can create a fake label
3. The 'VISIBLE' (meaningful) part
– enabling authentication even with no Internet

Counter-Fight does not use the visible part



The HYBRID system was made to U.S FDA requirement to have both Internet service and offline option (excellent for Track&Trace)

Before (Easy to fake)
Counter-Fight Label



L&M BLUE Label Cigarettes

VALID

STOLEN

GREY

EXPIRED

FAKE

511

581

571

591

515



BARCELO Rum



Philip Morris
internal marking



VALID

STOLEN

EXPIRED

RECALL

FAKE

611

681

691

671

616

