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Business Venture Finance
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Case Study

Total Brand Security

Name: Total Brand Security
Location: City of London
Total initial investment: £250,000 (11th August 2006)

Business: The Company develops, markets, sells and supports product authentication and tracking systems to assist global brand owners in the fight against counterfeiting and grey marketing.

Team: The Company was founded led by Jacob Scherf (CEO) and Adrian Simmons (Managing Director). Both founders are experienced in the brand protection market and are well regarded by many of the major brands as experts in their field. Prior to founding the Company the Directors previously worked together at Westvaco Brand Security.

Products: Total Brand Security provides anti-counterfeiting solutions to the brand and document security markets. The Company's products range from thermochromic high security inks that change colour or disappear when heated by normal human body temperature, and are available for most printing methods, to special security sleeves designed to make products tamper proof and the new Naginels technology which uses lasers to engrave data onto plastic or glass bottles, such as fragrance bottles, making it difficult to copy and remove.

Sales: Since incorporation the Company has achieved sales of approximately £1 million.

What impressed us…
- Founder are experienced and well respected in the sector
- Directors significant financial commitment
- Developed extensive product offering
- Large potential market that is international and sustainable

For further information on Total Brand Security, visit http://www.totalbrandsecurity.com

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