



The Future of Product

- **Authentication**
- **Engagement**
- **Track & Trace**
- **Monetization**



Brand Protection Reality Check

Brands are constantly bombarded with identical brand protection pitches: “We can stop counterfeits.” “Our tag is different.” “This hologram can’t be faked.”

These solutions are not the answer:

QR Codes: A printer and a scanner are all it takes to replicate them. Counterfeiters do it by the thousands.

Holograms: They look impressive in a boardroom, but in Shenzhen factories counterfeited them by the ton.

NFC Tags: Current NFC solutions rely on specific tag brands, resulting in limited technological autonomy.

Transparency-like Programs: Optional participation and loopholes allow counterfeit & gray market goods to flow freely.

The result? Brands bleed millions or for some billions while counterfeiters stay one step ahead. Management doesn’t need more noise; they need a solution that actually delivers 100% protection plus has additional capabilities. All at a price that just makes sense.

Brands need more than vague promises. Enter [SecureTap](https://www.securetap.io).



One Tag One TRU Solution

Introducing SecureTap's TRU— the newly patented technology that replaces multiple tags and systems with one secure solution. TRU is plug-and-play and works with your existing systems — and the best part? It pays for itself. **Guaranteed.**

TRU combines:

- **Encrypted NFC** for ironclad authentication
- **RFID** for track-and-trace visibility
- **Fee-less blockchain** for immutable proof
- **Direct-to-consumer engagement** for instant brand connection

No separate tags. No relabeling. No infrastructure overhaul.

Every other provider sells *pieces* of the puzzle — an RFID vendor for logistics, a QR code for marketing, a hologram for 'security', and an NFC tag with fees attached. That's **four vendors, four systems, and four times the complexity.**

TRU isn't just simplification for convenience — it's **a masterclass in consolidation** that cuts cost, eliminates friction, and future-proofs products.



SecureTap Solves Industry Problems

Counterfeiting & Product Authentication

Brands are losing billions due to fake and gray market goods entering the market — often undetected until they reach consumers. SecureTap solves this with our patented systems and methods technology that includes UID-secured, clone-proof NFC/RFID tags that verify origin instantly and log each interaction on our immutable fee-less blockchain.

Return Fraud & Product Tampering

Retailers and brands suffer billions in annual losses from product swapping, fake returns, and abuse of lenient return policies. SecureTap solves this by tying the product's UID to the return. If the tag is missing, tampered, or reused — no refund.

Consumer Engagement & Loyalty Capture

Most authentication solutions stop at verification. There's no downstream value or brand connection. SecureTap solves this by enabling brands to push exclusive content, promotions, product care, loyalty points, and more directly from one simple tap. It's a game changer.

Compliance & Traceability (e.g. EU Digital Product Passport)

Global regulations are coming fast (like the EU's DPP) — requiring brands to prove supply chain transparency and product-level environmental impact. SecureTap solves this by embedding NFC/RFID identity into every unit, ensuring compliance-ready data from origin to consumer.

Zero Counterfeits. Period.

SecureTap's **TRU** delivers the first EVER guaranteed solution.

While others promise to 'help fight fakes' SecureTap eliminates them — at the source

Zero counterfeits. Every product gets an unbreakable digital identity. Every tap verifies authenticity instantly. Every interaction drives consumer trust, engagement, and compliance data. If it's fake, it's not **TRU. One Tap. Total Truth.** All at a price that just makes sense. This isn't another vendor pitch — it's the last solution a brand may ever need.



The SecureTap TRU Patented Solution

Cryptographic Tap-to-Verify Protocol

Each tap generates a **one-time-use cryptographic token** tied to the product's UID, preventing cloning or replay attacks. This patented protocol ensures **instant authentication**.



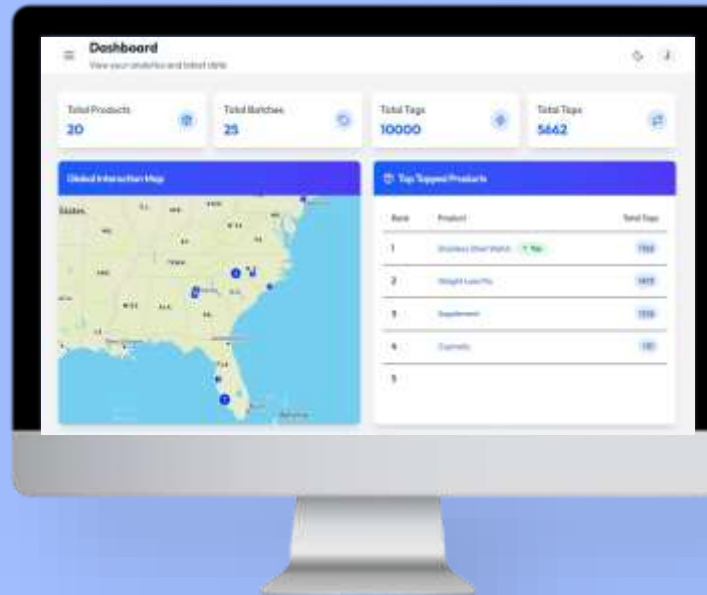
UID-Resolved Dynamic URLs

The patent covers the use of **dynamic, UID-specific URLs** that refresh on every tap. This prevents counterfeits from hijacking static QR codes or NFC links and allows for real-time redirect to tailored content or verification endpoints.



Dual-Function Tag Integration

The patent includes **integration of NFC and RFID functionality into a single tag**. This allows one label to handle **RFID supply chain scanning** while also enabling **NFC cryptographic authentication**.



Blockchain-Linked Authentication

Every SecureTap tag tap is logged to a **feeless blockchain ledger**. This immutable record creates a verifiable chain of custody for the product — covering **origin, movement, and consumer interaction** without added blockchain transaction fees.



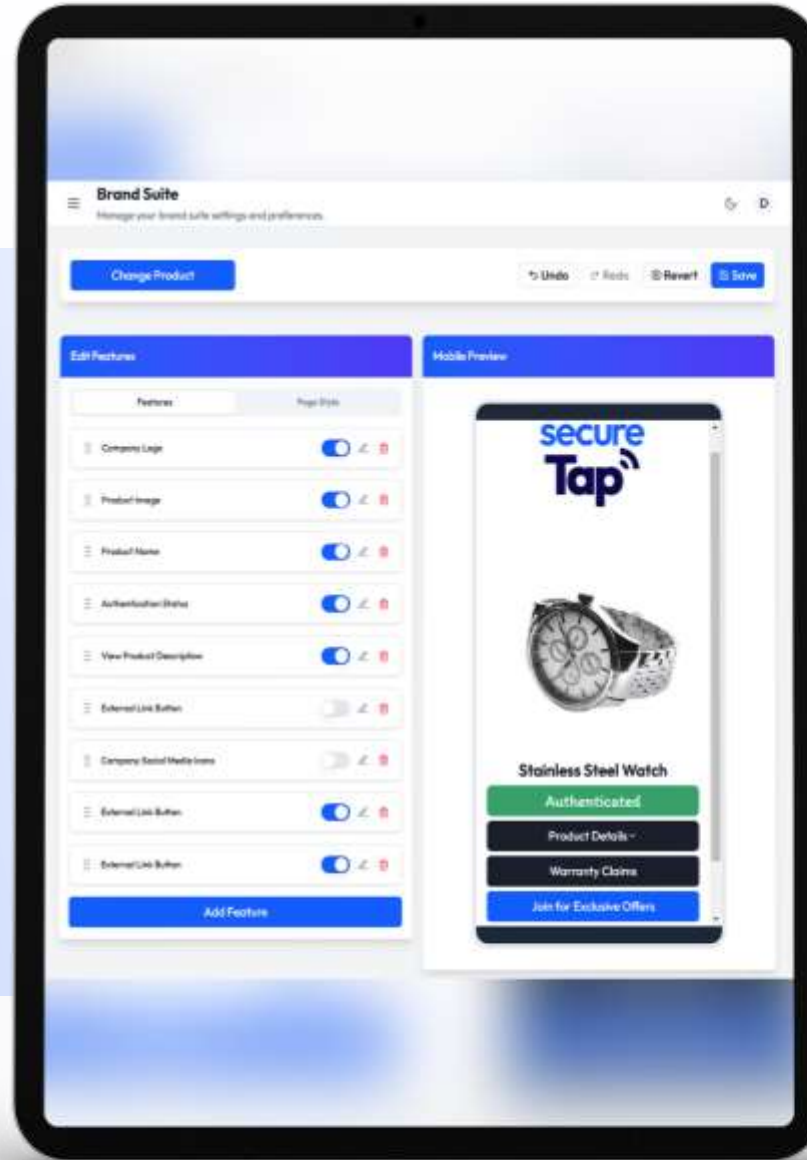
Consumer Engagement Trigger

SecureTap's NFC and RFID-enabled TRU tags act as dynamic engagement triggers. Upon tap, the tag's unique cryptographic UID resolves to a brand-controlled URL, enabling secure, real-time delivery of product specifications, warranty registration, loyalty enrollment, or targeted promotional content.

**United State Patent
US 12,314,963 B2**

TRU Brand Suite

Consumer Engagement



Enhanced Customer Trust

- Providing instant authentication and detailed product descriptions reassures consumers they are buying genuine products.
- Transparency builds trust, leading to stronger brand loyalty.



Reduced Product Returns & Customer Support Costs

- Educating consumers at the point of sale with videos, images, and detailed descriptions reduces confusion and mismatched expectations.
- Clear warranty registration processes minimize disputes and fraud.



Seamless Warranty Activation & Customer Retention

- Encouraging warranty registration strengthens the brand's connection with customers.
- Makes follow-ups and service reminders easy, boosting customer retention.



Increased Consumer Engagement & Upsell Opportunities

- Brands can push related product recommendations, accessories, and exclusive offers post-sale.
- Customers are more likely to engage with brands offering useful and interactive content.

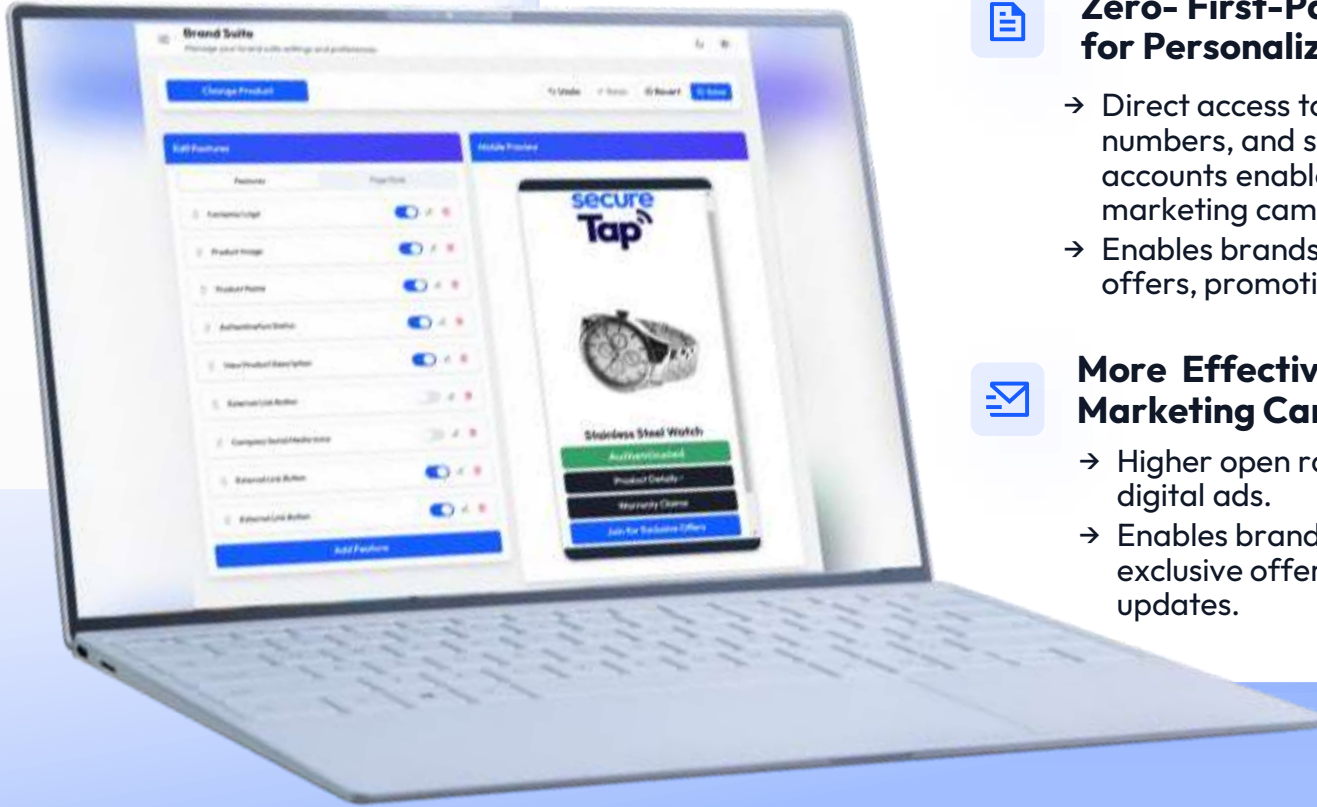
MONETIZE DATA

internal monetization

- customer insights
- sales trends
- product performance
- optimization



TRU Consumer Data



Zero- First-Party Data Collection for Personalized Marketing

- Direct access to emails, phone numbers, and social media accounts enables targeted marketing campaigns.
- Enables brands to personalize offers, promotions, and content.



More Effective SMS & Email Marketing Campaigns

- Higher open rates than traditional digital ads.
- Enables brands to send reminders, exclusive offers, and product updates.



Social Media Retargeting & Community Growth

- Collected social media handles allow brands to engage consumers on platforms they use daily.
- Increases follower base and organic brand exposure.



TRU Monetization Matrix

- Every tap generates multiple high value data points.
- Some data points are Opt-In, others are collected automatically
- All dollar values are based on verified Adtech and analytics benchmarks.

Every SecureTap TRU interaction is more than authentication — it's a gateway to high-value, privacy-compliant first-party data that brands can't afford to miss. In a world where third-party cookies are disappearing and customer acquisition costs are skyrocketing, direct access to verified emails, phone numbers, and social media handles becomes a strategic advantage. This data fuels personalized marketing, drives repeat purchases, and deepens brand loyalty — turning every tap into an opportunity to increase lifetime customer value while reducing reliance on paid advertising channels.

TRU Digital Product Passport (DPP)

Key Requirements of the Digital Product Passport

- **Comprehensive Product Information:** DPP's must detail a product's origin, composition, environmental impact, and guidelines for repair, recycling, and disposal.
- **Data Accessibility:** Information should be electronically accessible via data carriers like QR codes or RFID tags, ensuring availability to consumers, businesses, and regulatory authorities.
- **Standardization:** Uniform data formats are required to facilitate seamless information exchange across the supply chain.



SecureTap's TRU meets all DPP Requirements

SecureTap's TRU technology is the solution for your company to comply with DPP mandates:

- **Digital Identity Assignment:** By integrating NFC/RFID tags, SecureTap's TRU provides each product with a unique digital identity, enabling the storage and retrieval of essential data such as origin, composition, and environmental impact.
- **Data Carrier Integration:** SecureTap's TRU use of NFC/RFID technology aligns with DPP's requirement for electronic data carriers, facilitating easy access to product information via smartphones or specialized readers.
- **Supply Chain Transparency:** SecureTap's TRU solution enable detailed tracking of a product's lifecycle, from manufacturing to end-of-life, supporting the DPP's goal of enhanced transparency and sustainability.

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