



The Future of Product Authentication Consumer Engagement Supply Chain Integrity



The Moment of Truth

The point of sale is the moment of truth. Brands need certainty to stop losses, consumers demand confidence, while company operations require control to protect margins at scale.

Consumers: Is this real?

Brand Marketing: How do we better connect with buyers?

Brand Protection: How can we stop counterfeits and return fraud?

Operations: How can we track product units seamlessly?

Enter SecureTap TRU : one tag engages consumers, authenticates products, and syncs to inventory systems.



The TRU Effect

Introducing SecureTap TRU — the patented single-tag technology platform that consolidates authentication, consumer engagement, and supply-chain tracking into one secure system. Plug-and-play integration reduces costs, eliminates counterfeits, unlocks data, and creates new revenue streams. It pays for itself — guaranteed.

TRU combines:

- **Encrypted NFC** for ironclad authentication
- **Direct-to-consumer engagement** for instant brand connection
- **Inventory connection** for track-and-trace visibility

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’, or simple NFC tag alone or with blockchain transaction 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 lose billions to fake and gray market goods. SecureTap's patented UID-secured technology verify authenticity instantly and log every interaction on our fee-less blockchain.

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 right at the point of sale or delivery.

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 Unique Encrypted Identifier to the return. If the tag is missing, or tampered with,— no refund.

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 unique identity into every unit, ensuring compliance-ready data from origin to consumer.



Zero Counterfeits. Period.

SecureTap TRU delivers the first EVER guaranteed solution.

While others promise to “help fight fakes” **SecureTap TRU** eliminates them.

Zero counterfeits. Every product gets an unbreakable digital identity. Every tap verifies authenticity instantly. Every interaction drives consumer trust. **One Tap. Total Truth.**



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**.



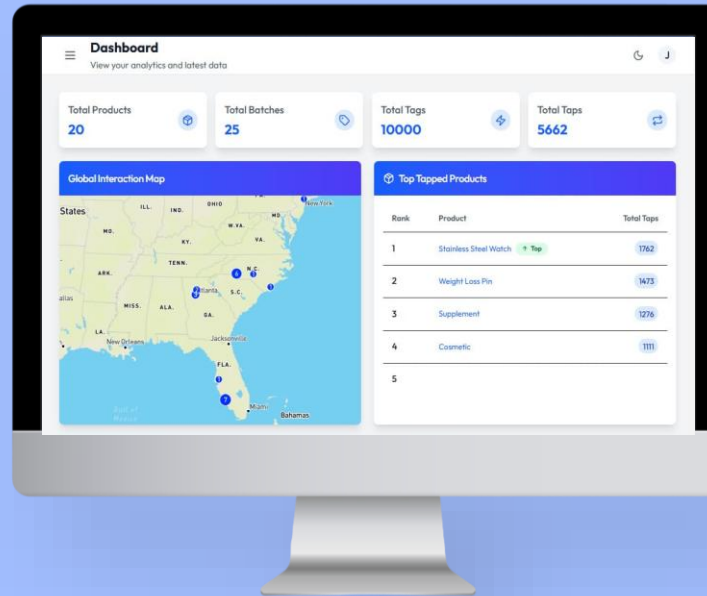
UID-Resolved Dynamic URLs

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.



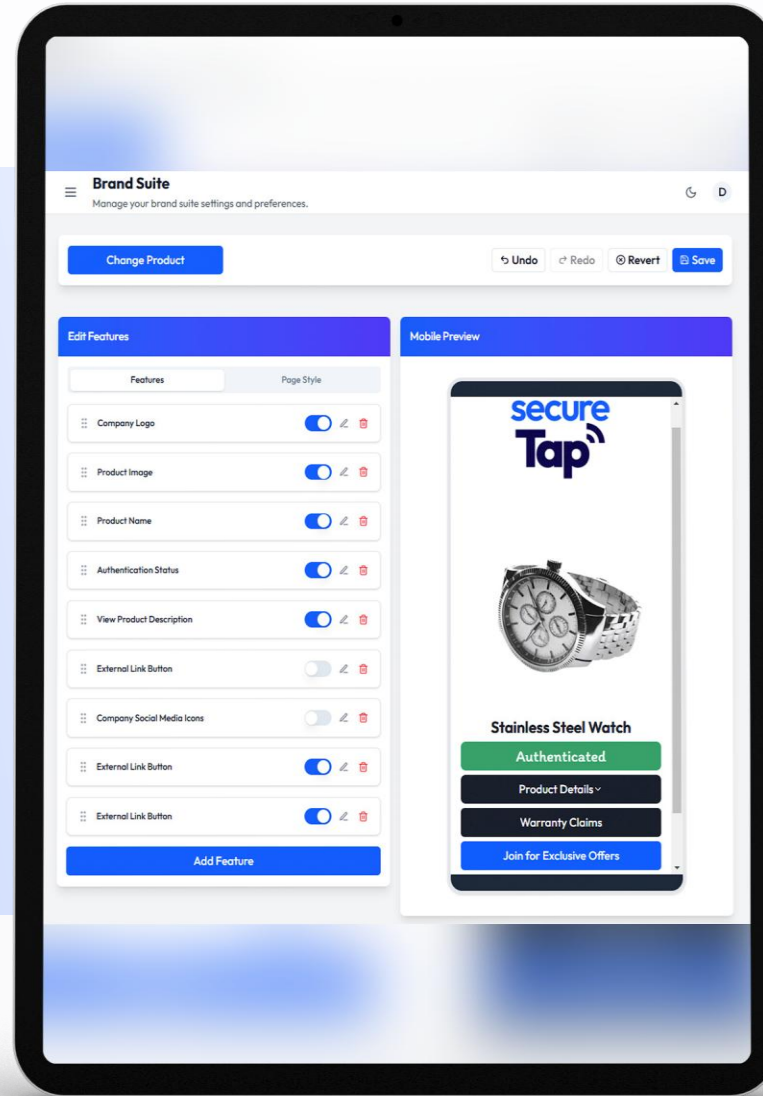
Consumer Engagement Trigger

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



Increased Consumer Engagement

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



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.

TRU Consumer Data



Zero- First-Party Data Collection

- Emails, SMS, social media accounts enables targeted marketing campaigns.
- Personalized offers, promotions, and content.



Marketing Campaigns

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



Social Media Retargeting

- 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.
- Opt-In data points, others collected automatically
- Dollar values based on verified Adtech and analytics benchmarks.

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.

SecureTap

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