

The greenback guarantee

US dollar bills are being used in a new patent-pending idea to authenticate high-end fashion clothing.

Formed in February 2008 in New York, a company called Fbrothers is currently looking for a retail partner to pilot its ValidateMyTag system.

Fbrother's president Ed Fowler says he came up with the idea of using dollar bills after looking to placing them on some T-shirts his brother was designing. 'Then it just hit me,' he says. 'Why not use US bills to protect apparel manufacturers from counterfeiters?'

He says that, instead of re-inventing the wheel, apparel companies could utilise the anti-counterfeiting features contained within the US dollar bill to protect their brand.

Each bill has a unique serial number and the federal government in the US backs the currency by imposing stiff penalties on counterfeiter organisations.

The dollar bills are attached to the clothing at the point of manufacturing, allowing port or customs authorities to implement the same system to check for authenticity.

To authenticate clothing protected by ValidateMyTag, customers can first observe the security measures contained in dollar bills: watermarks, security threads, fibre, colour-shifting inks and the serial number.

They then send a text message of the serial number to an authentication centre. Once the serial number is submitted a message is instantly returned containing the Universal Product Code (UPC) of the item being bought.

If the UPC code matches then the item is genuine.

The cost of the bill being used would be refunded to the customer at the point of sale by removing it from the money tag. The money tag would then be reused with a new bill inserted.

Tamper-proof money tag



Source: FBrothers