

PRESS RELEASE

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AR PACKAGING AND CYPHEME HAVE SIGNED PARTNERSHIP AGREEMENT

The leading European packaging company AR Packaging AB, based in Lund, Sweden, and CYPHEME SAS, Paris, France, have agreed on an exclusive strategic partnership. This partnership has been underlined with AR Packaging's intention of acquiring an equity stake in Cypheme.

AR Packaging has developed a process to print copy resistant and random security markers combined with inline variable QR codes directly onto the packaging.

Cypheme provides an A.I. powered system capable of recognizing the printed product's packaging marker with a neural network, using only a cell phone camera. The Cypheme technology would allow a fast and easy way, accessible to anyone, anywhere, to verify the authenticity of the products adopting the solution.

By combining market insight and the FUTECO state-of-the-art technological concept of AR Packaging with Cypheme's innovative technology, this partnership provides proven anti counterfeit and traceability features combined with high efficiency printing processes.

Harald Schulz, President and CEO of AR Packaging, says: "I am pleased to add another new feature to our wide portfolio of innovative packaging solutions in line with our set strategy. The FUTECO Security concept offers our customers a unique solution to counterfeiting detection and thereby enables them to achieve competitive and economic advantages in the market place."

Hugo Garcia-Cotte, CEO of Cypheme, comments: "This partnership allows us to boost our technology, giving it new forms that will fit new types of products and new volumes."

Exclusive live demonstrations of the FUTECO Security concept will be performed at Interpack, 4-10 May 2017, in Düsseldorf at the AR Packaging stand A38 in Hall 11.

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AR Packaging

AR Packaging is one of Europe's leading companies in the packaging sector with net sales of approximately 600 MEUR, 3200 employees and 20 factories in ten countries. AR Packaging is a group of the specialised companies A&R Carton, Flextrus, CC Pack, SP Containers and Mediaköket. The head office is situated in Lund, Sweden. The group creates added value to customers through a broad product offering and deep knowledge of carton based- and flexible packaging. AR Packaging has an objective to grow both organically and by way of acquisitions.
www.ar-packaging.com