



# ATE Continental

## Using GS1 DataMatrix to protect its brand and customers

### Challenge

In the automotive industry, low quality copies of safety-relevant spare parts for motor vehicles can present a high risk for consumer safety. Counterfeiting can also cause immense economic losses and damage to a brand.

### Solution

ATE implemented globally unambiguous, individual item identification for its spare parts with the Global Trade Item Number® (GTIN®) and a randomised serial number. Each identification number is allocated via a secure verification database and encoded in a machine-readable GS1 DataMatrix barcode that is printed on the part's label. With ATE's smartphone app, customers can scan and read the DataMatrix barcode to verify the authenticity of the spare part.

### Benefits

- Protects customers from counterfeiting and its potential harm
- Assures auto repair shops and retailers that they are using and selling ATE original spare parts
- Safeguards brands and prevents economic losses for all supply chain participants
- Provides customers with access to information at any time, with no extra costs

### High quality means high risk

ATE Continental offers a complete product line in the independent aftermarket for brakes, including wear parts, hydraulic components, brake fluids and electronic components. The company also provides its customers—auto repair shops and retailers—with comprehensive services, a catalogue and professional marketing materials, training, product and brand protection as well as devices and special tools for brakes.

The ATE brand stands for high quality automobile spare parts and the company's customers rely on this quality, especially with safety-related components such as brake discs or brake linings. However, the ATE brand attracts forgers, which can lead to dangerous consequences for drivers since an installed defective spare part increases the risk of an accident.



“Our customers can be confident, that they are using an original ATE spare part. This is made possible through globally unambiguous identification based on GS1 standards—our protective shield against counterfeiting.”

Jens Haala  
Head of Product Management Braking Systems, Continental Aftermarket GmbH



## ATE product label

For unambiguous identification of an individual part, the ATE product label includes the GS1 Global Trade Item Number and a randomised serial number in plain text. They are also encoded in a machine-readable GS1 DataMatrix barcode that can be read to quickly check the authenticity of the part.

ATE offers its customers a smartphone app that allows them to easily scan and read DataMatrix for authenticity verification.



## Serialised security

For reliable product protection, ATE created a security system, with help from GS1 and using GS1 standards. The system is based on the unique GS1 GTIN that contains both the manufacturer and trade item codes. The GTIN is then supplemented with a serial number to achieve randomisation. This serialisation makes each individual spare part unambiguously and uniquely identifiable worldwide. Each serialised GTIN is then entered in ATE's secure database for supporting the company's operations and customer requests.

The serialised GTIN is encoded in the GS1 DataMatrix, a two-dimensional barcode that corresponds to the ISO 16022 standard. Printed on the product label, the DataMatrix barcode is machine- and human-readable.

## Read for authenticity

The DataMatrix barcode can also be easily read by a smartphone. ATE offers a free app so that its customers can check the authenticity of the spare parts they are about to purchase or use. With the app, the user scans the DataMatrix barcode and immediately receives information about the part and whether or not it is an original. Alternatively, the part's GS1 identification number can be registered by a scanner or keyboard and users can check for the part's authenticity via the ATE website at [www.ate.de](http://www.ate.de).

For an extra layer of security, a tesa PrioSpot®—on which the last four numbers of the identification number are repeated—is applied to the product label. Each single product has, therefore, an individually generated code with various open and hidden verification levels. This ensures that the ATE product labels cannot be imitated or copied.

## Secure road to success

With its security system in place, ATE can now successfully defend its business and customers against counterfeiting and avoid the resulting economic loss. Auto repair shops and retailers are now assured that they are using original ATE spare parts and passing them along to their customers. And with the smartphone app or Internet access, all trading partners can easily check the authenticity of a part—anytime and at no charge.

With GS1 standards, the ATE product's journey has now become transparent—from the repair shop to the driver—thus creating a reliable protective shield for ATE's high quality products and brand.

Learn how GS1 standards can help protect your brand and customers. Visit [www.gs1.org](http://www.gs1.org).

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