

## **Worldwide Laser Is Pleased To Announce That Several Customers Have Successfully Installed Laser Systems That Uniquely Identify The Customers' Products And Prevent Theft And Counterfeiting Which Protect The Customers Market Position And Profits**

*Worldwide Laser provides laser systems & software to help fight product theft and counterfeiting.*

Gilbert, AZ ([PRWEB](#)) August 28, 2008 -- Worldwide Laser provides laser systems & software to help fight product theft and counterfeiting. Worldwide Laser is pleased to announce that several customers have successfully installed laser systems that uniquely identify the customers' products and prevent theft and counterfeiting of the products, protecting the customers market position and profits.

The laser systems from Worldwide Laser utilize either Co2, Nd:Yag, or Fiber lasers combined with custom Worldwide Laser software that allows for the placing of unique marks, hidden marks, or marks loaded with information about the retail location, shipping points, and distribution routes of products.

One Worldwide Laser customer was experiencing product being shifted to distribution markets where higher margins could be achieved undercutting the existing market place and distribution agreements the laser systems and software package developed by Worldwide Laser Systems Division placed unique random laser marks on the product & reports the results to a data base providing for instant accountability of the distribution market during filed audits and preventing the unauthorized movement of product to non approved distribution outlets or channels. The laser marking & data based also protects against counterfeit or 'knock off' products.

In another case a triple frequency Nd:Yag was used to make unique identification laser marks along with hidden marks that require magnification to read into very thin glass and plastic products this laser marking process coupled with a custom database reporting and tracking process allowed this Worldwide Laser customer to keep track of and verify that authentic product was present in the retail level and eliminated warranty issues related to 'knock off' or counterfeit product.

Worldwide Laser provides laser systems & software to help fight product theft and counterfeiting.

Laser systems from Worldwide Laser are an excellent method to maintain control of your products and assure that counterfeit products are not being introduced to the market place potentially eroding or destroying the sales of authorized properly manufactured factory products thus significantly preventing the erosion of your products reputation & profits.

If your company and products are experiencing theft, counterfeiting or unauthorized distribution shifts in the market place let the laser experts at Worldwide Laser Systems Division work with you and your staff to build a proper solution, at Worldwide Laser our laser and software engineers are very experienced with helping to correct the threat to your business and profits caused by counterfeiting and product theft with the proper laser system hardware and software solutions.

### About Worldwide Laser

Worldwide Laser founded in 1986 is a major laser system integrator providing laser systems for marking and cutting a wide variety of products. Worldwide Laser provides Nd:Yag [diode & lamp Fiber, Double & Triple frequency Nd:Yag and CO2 laser systems from 6 watts to 600 watts. Worldwide Laser has operations in 3 continents and 5 key offshore countries to support non U.S.A. based operations. The Systems Division of

Worldwide Laser is expert at providing custom turn key laser systems hardware and software with or without product handlers to assist in the resolution of production issues and provide labor savings. Worldwide Laser has headquarters in Gilbert Arizona.

For more information about Worldwide Laser please contact us below

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