



ORIGINALLUXURY

**T4T Tech Partners**

# DYNAMIC ELEMENT

Technology for Transparency Report  
3rd Edition  
December 2024



**DynamicElement**

giving your products  
an identity

## Company Information:

### DynamicElement AG

Rothausstrasse 1  
Switzerland

### Contact Person:

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CEO

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### Website:

[www.dynamicelement.com](http://www.dynamicelement.com)

## Company Description:

We create “biometric”, surface-based identities for products, fostering trust in a secure and dynamic way. Our security elements may change over time and can still be recognized.

Number of employees: 11-50



## MISSION

Our mission is to provide product identity, protect brands, and connect companies to their customers through innovative solutions.



## VISION

DynamicElement AG envisions a world where every product carries a unique, secure identity, providing reliable and detailed information about its production. By leveraging cutting-edge AI and computer vision, we ensure authenticity and trust, enabling consumers to easily verify a product before purchase and confidently prove ownership afterward.



## IMPACT

DynamicElement AG transforms industries by delivering secure, scalable solutions that combat counterfeiting and protect brand integrity. Our technology safeguards products across many sectors, from luxury goods to pharmaceuticals, while enabling seamless customer interaction. Through innovation and reliability, we drive trust and transparency in global markets.



# Secure your products, elevate your brand

Ensure security and authenticity for your products.

[Learn more](#)



## Anti-Counterfeiting

Get empowered to proactively deter counterfeit activities, ensuring heightened control over your supply chain and distribution channels with our innovative technology.



## Gray Market Protection

Our advanced solutions equip you to detect and manage gray market activities, contributing to better control over distribution channels.



## Customer Engagement

Unlock new possibilities for meaningful interactions, building lasting connections with your audience. Foster loyalty and satisfaction.



## Brand Image

Safeguard your brand narrative, ensuring heightened influence over perception and authenticity through our advanced technology.

## Solution I:

### Solution Name

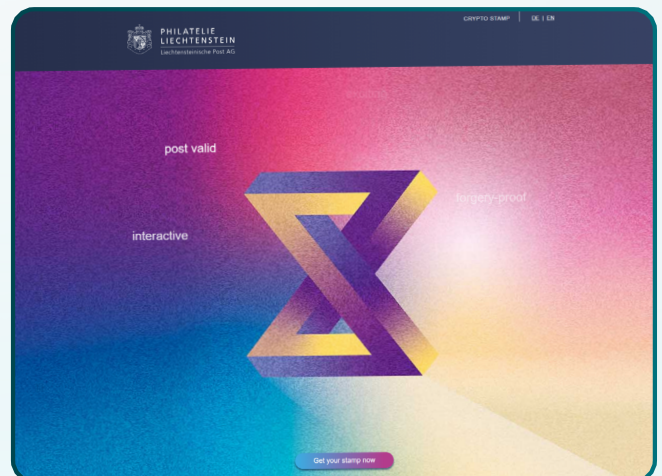
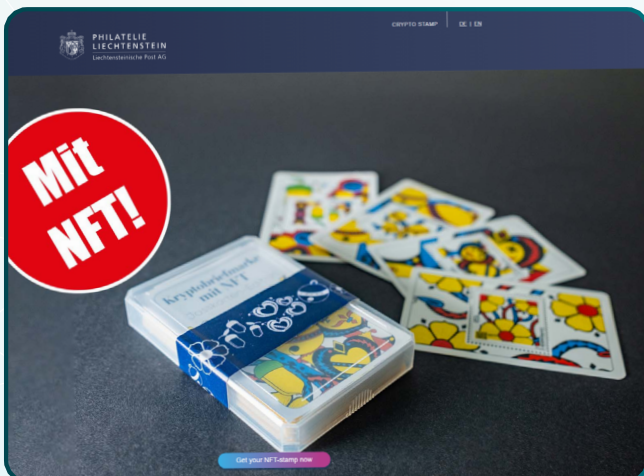
- Crypto stamps

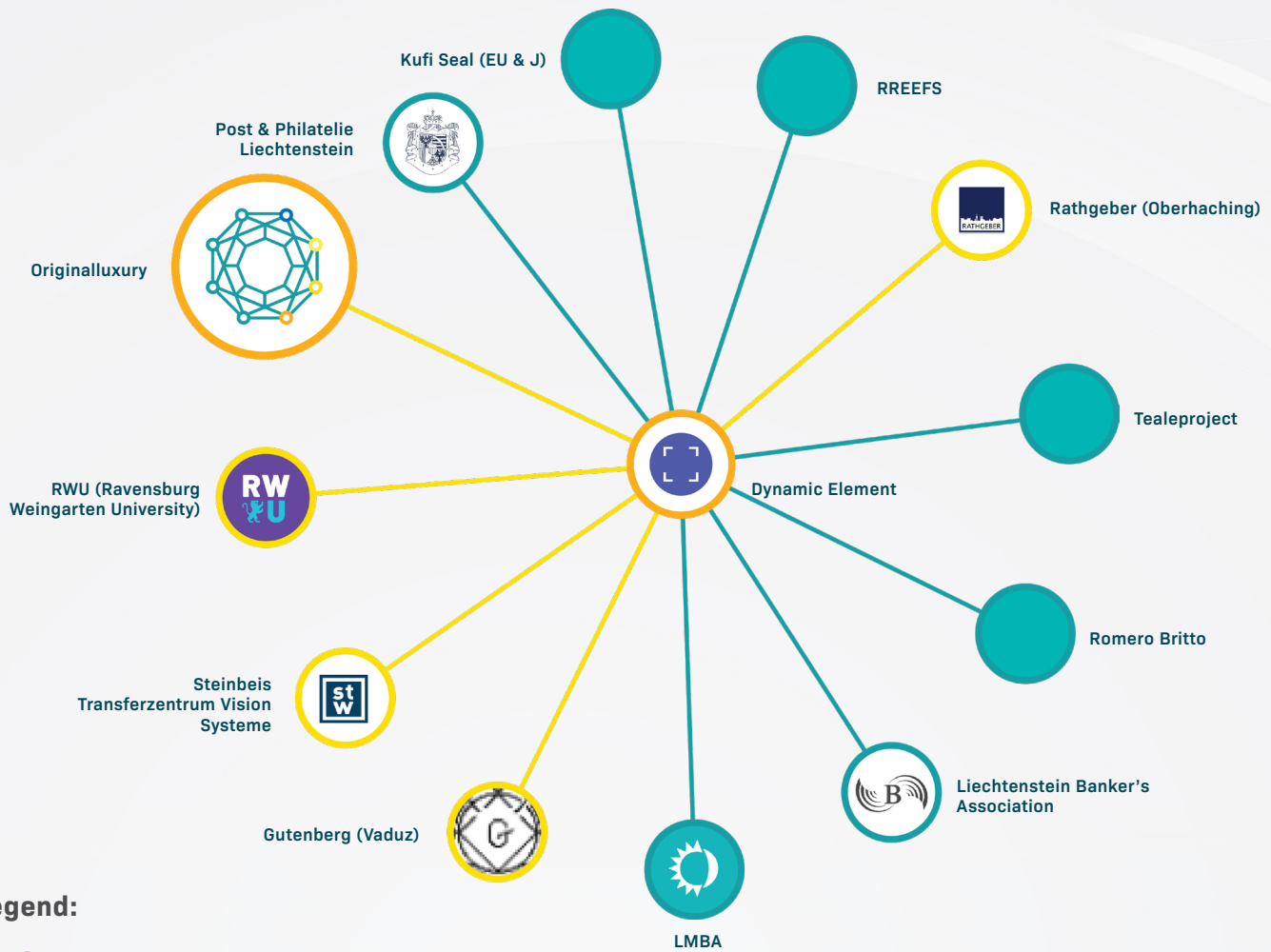
### Solution Overview

- Counterfeit secure stamps with digital surprises

### Geography:

- International

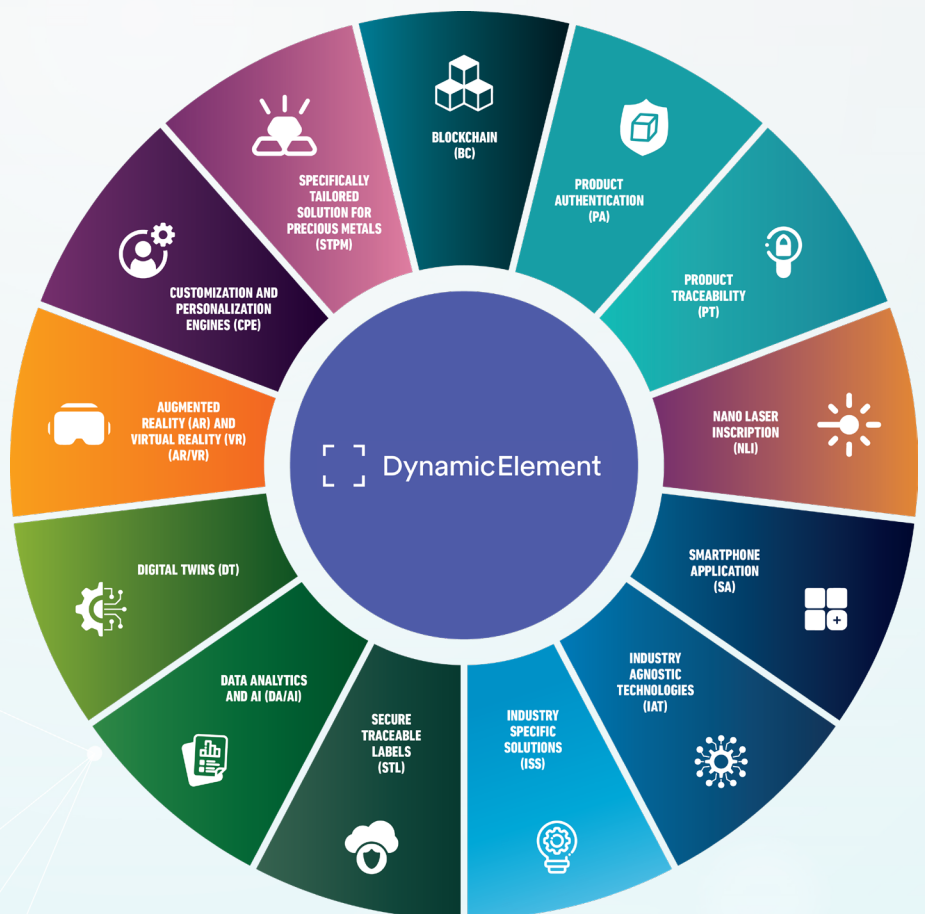




#### Legend:

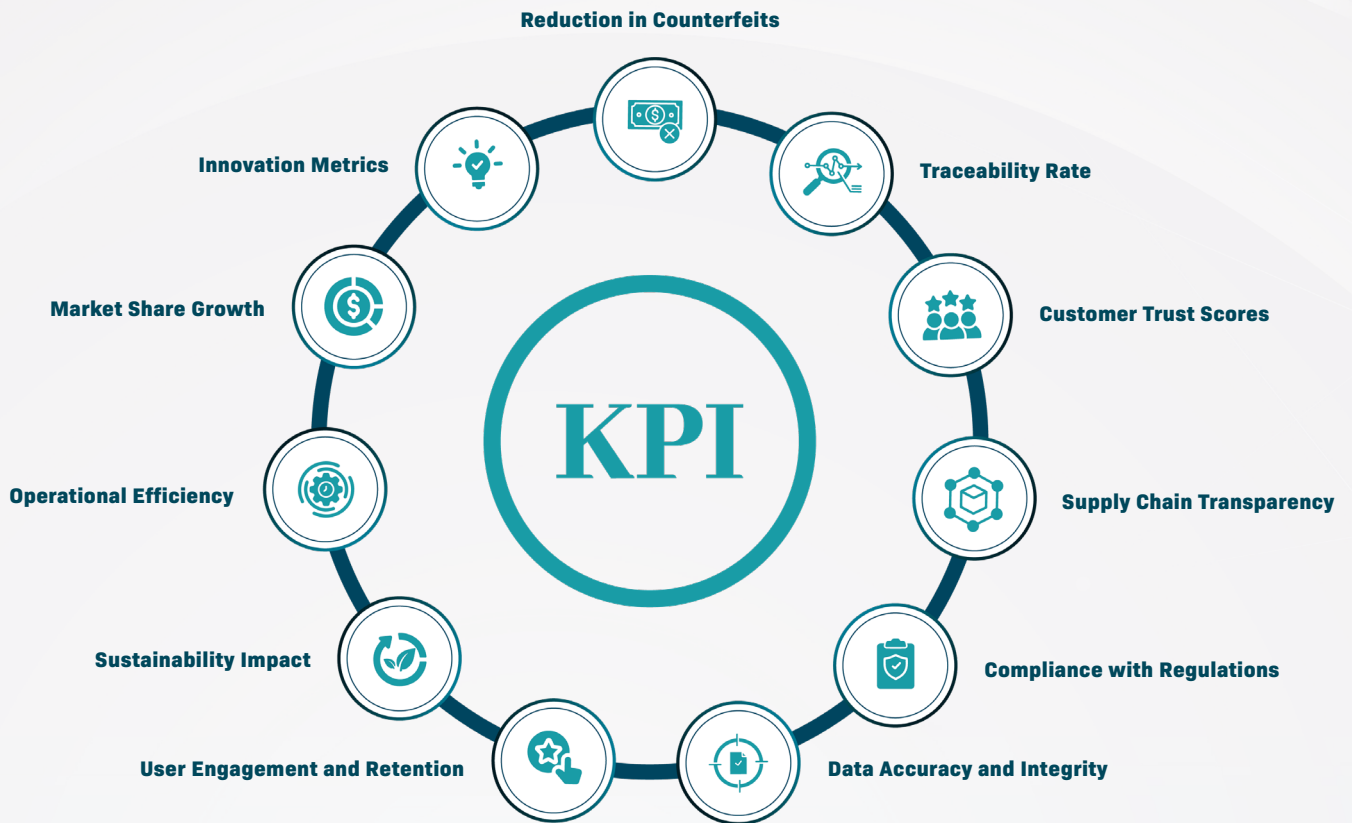
- Core Organization
- Partnerships
- Clients

#### Technology Used:





## KPIs used to measure the effectiveness of our solution.



### Data Points for solution:



Number of items benefiting from our solution

- > 1 Mio



Percentage increase in traceability/transparency/trust

- > 90%



Reduction in fraudulent activities

- > 90%



Number of brands/suppliers adopting the solution

- > 5

