

PRESS RELEASE

Selinko joins Japanese giant TOPPAN Group: A new era traceability and authentication in luxury goods and spirits

Paris, 5th March 2025 - TOPPAN Holdings Inc. (TYO: 7911), a Japanese diversified global provider and a leader in printing and authentication solutions, has acquired Selinko, a European pioneer in NFC authentication solutions for luxury and spirits brands.

A strategic acquisition addressing key authenticity and traceability challenges for luxury and spirits brands

Selinko has established itself as a key European player in digital authentication, with unique NFC technology already adopted by more than 45 prestigious brands in the luxury goods, spirits, and lifestyle sectors. The company has developed an advanced expertise in creating customized solutions that transform authentication into a truly immersive customer experience.

This acquisition perfectly aligns with the TOPPAN Group's digital transformation strategy. With over 120 years of expertise in security printing, the TOPPAN Group has developed extensive knowledge in designing and developing NFC and RFID tags specifically tailored to various products, containers, and packaging. The integration of Selinko into the TOPPAN Group creates powerful technological synergies by combining TOPPAN's advanced NFC and RFID tag technologies with Selinko's sophisticated ID authentication platform. This merger of expertise enables the creation of digital authentication and traceability solutions that can be operated anywhere in the world, including China. Together, they will enhance IoT and smart packaging services for the European luxury industry while driving business expansion in the Japanese, Chinese, and ASEAN markets.

The observation: luxury and spirits market facing major challenges

Growing consumer demand for transparency, legislation, and the rise in counterfeiting are putting considerable pressure on the sector. Counterfeiting has cost luxury brands 4 billion euros* and European wine and spirits companies 1.3 billion euros, resulting in the loss of more than 20,000 jobs, particularly in Spain, France, Italy, Germany, and the United Kingdom.**

The solution: a revolutionary technology with concrete applications

Combining Selinko's technical expertise in the software domain, which has already been adopted by over 45 luxury brands, with the TOPPAN Group's expertise in the hardware domain, will enable custom development of:

- Tamper-proof and unfalsifiable authentication, fighting against market diversion and counterfeiting, thus protecting the value of authentic products;
- Complete product traceability, from production to sale and recycling, in compliance with local regulations such as the future Digital Product Passport, the European GDPR, and the China Data Protection Act;
- Enhanced customer relationships for luxury brands through interactive and personalized services and content;
- Innovative sustainability solutions, extending product lifespans through long-term warranties and securing the second-hand market through digital ownership certificates.

A shared vision: strengthening customer trust in brands

"With Selinko, brands can better control and optimize their entire supply chain, from the start of production through to post-purchase. Our authentication solution protects luxury brands' unique expertise by guaranteeing the authenticity of each piece and preserving the value of their excellent creations. It effectively defends them against counterfeiting. Our solution also allows them to showcase their history and expertise by sharing their creation process with their customers. They can thus highlight their artisanal techniques and communicate directly about the uniqueness of each product." André Ghighi, Sales Director of Selinko.

Governance and leadership

As Selinko joins the TOPPAN Group, Patrick Eischen, Selinko's founder, will continue to drive the company's product vision and expertise. The current team remains in place and is being strengthened, notably with the recent opening of a Paris office and team expansion.

"This acquisition is a major step in our digitalization strategy. Selinko's expertise in authentication technologies, combined with our long-standing design and integration know-how and global manufacturing capabilities in the development of RFID products, allows us to offer a unique global solution to address the authenticity and traceability challenges of luxury and spirits brands." - Mr. Hiroki Shibatani, Director and Executive Vice President, TOPPAN Digital Inc., a core operating company under TOPPAN Holdings that is powering digital transformation solutions across the entire Group.

*Sources:

*<https://www.eslsca.fr/blog/contrefacon-un-secteur-qui-la-cote>

**<https://www.larvf.com/la-contrefacon-d-alcool-une-perde-seche-pour-l-economie-europeenne,4508014.asp>

About the TOPPAN Group

Established in Tokyo in 1900, the TOPPAN Group is a leading global provider of integrated solutions in printing, communications, security, packaging, décor materials, electronics, and digital transformation. Its global team of more than 50,000 drive industry-leading expertise and technologies to address the diverse challenges of every business sector and society.

<https://www.holdings.toppan.com/en/>

About Selinko

Founded 12 years ago in Belgium, Selinko is a European pioneer in traceability and authentication solutions using NFC technology adapted to each type of product in the luxury sector (wines and spirits, fashion and accessories, perfumes and cosmetics).

<https://www.selinko.com/>

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