

Contact:

Richard Oliver
Communications Manager
Email: info@siltechcables.com
Phone +31 481 374 783

Edisonweg 8
6662 NW, Elst
The Netherlands
www.siltechcables.com



Press Release

Siltech Introduces Product Authentication through NFC Tag & Dedicated App

Elst, Netherlands, September 2020 — Siltech is excited to announce the introduction of a revolutionary solution designed to enhance customer engagement and combat counterfeit products and grey imports. The system works by attaching an NFC tag to a product that can be read by a specially developed app downloaded on any NFC-enabled device.

Every new cable by Siltech now comes with an NFC tag attached that contains unique product and order-specific information. Using the new Siltech app, customers can simply tap the tag with their device to easily authenticate their product, check its details and register it with a unique 'ownership code'. Future updates will provide additional functionality in the app and make it easier to keep up to date with everything that is going on at Siltech. The app is available for download in the App Store (iOS) and Google Play (Android).

This solution was developed by Selinko, a proven expert in product authentication, grey market detection and customer engagement services through the integration of NFC (near-field communication) chips in products. Their solution has been successfully implemented in various markets, from wines and cognacs to consumer electronics.

The CEO of Siltech, Robert Winterhoff, stated, "We are confident that this solution will help us safeguard the future of our business, our distributors and our dealers by adding a robust, new security measure to our products. It also protects customers by giving them an easy way to authenticate their product and extend their warranty as well as enhancing their personal engagement with the Siltech brand."

About Siltech

Siltech has been at the forefront of the high-end audio industry since 1983. Our creative, innovative, and technological approach to design, development, and production has allowed us to set the standards others follow. All our products are meticulously researched, skilfully engineered, and carefully crafted in the Netherlands.

For Immediate Release