

PISEC in link-up with Labelexpo

PISEC, the successful long-running product and image security conference and exhibition, is to be restructured for 2009 and incorporated with the **PISEC Experience** series of presentations, exhibition displays, panel discussions and workshops that will run alongside Labelexpo Europe 2009 in September this year.

Buzz Carter, director of IDEX Exhibitions, said: "The original planned two-day **PISEC** conference, exhibition and workshop event in Athens is being postponed to a new date and venue in 2010/11 when the global economy is expected to be more favourable to a major international conference of speakers, exhibitors and delegates and the threat of the swine flu pandemic has receded. After discussion with the Tarsus Group we believe that for 2009, the inclusion of **PISEC** elements within the Labelexpo event will provide product and image security professionals with an excellent opportunity in 2009."

PISEC founder and Tarsus director of strategic development, Mike Fairley, said: "We already have a large number of exhibitors at Labelexpo that have brand protection, anti-counterfeiting, RFID, anti-theft, anti-tamper and authentication technologies on show. The opportunity to incorporate these exhibitors with some of the key speakers and panellists from the excellent Athens programme into the **PISEC Experience** will ensure a good visitor and delegate attendance. The brand protection and anti-counterfeiting experience at Labelexpo will also feature interactive panel sessions at various seminars held on the show floor."

Full details of the **PISEC** Experience programme will be announced shortly.

"IDEX has continued **PISEC's** development as a world class, major forum for the brand and product protection industries", said Roger Pellow, managing director of the labels group at Tarsus. "Going forward, Tarsus, with its major shows and events around the world in sectors as diverse as labels, print and packaging, clothing, medical, food and drink, IT, marketing and manufacturing, is well placed to leverage its global databases and contacts to develop **PISEC** further into a major global product and image security event in the coming years".

PISEC events, and the preceding product and image security conferences have a long pedigree. First introduced by the Cowise/Labelexpo group (now part of Tarsus plc) in 1989, they were regularly held in Europe and America until 2005 when they passed to the management of the IDEX group which has produced two successful editions in Barcelona and London.

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