

## **New Bosch subsidiary develops solution for identifying fake products** **Cooperation with Koenig & Bauer for maximum security in the printing market**

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- ▶ Collaboration greatly improves brand protection.
- ▶ Fast and reliable verification is based on innovative image processing technology.
- ▶ Sales growth in the packaging and high-security printing market opens up growth opportunities for Bosch.

Stuttgart, Germany – In 2023 alone, 152 million counterfeit goods with an estimated value of 3.4 billion euros were seized in the European Union – an increase of 77 percent compared to the previous year. Not only does this represent an economic loss for brand manufacturers, it also poses a risk for consumers. If toys, cosmetics, food, or even medicines that appear to be original products are in fact inferior goods, customers can suffer health, safety, or financial consequences.\* This is precisely where Origify, a software solution from the newly established Bosch Secure Authentication GmbH, comes in. Together with Koenig & Bauer Vision & Protection GmbH, a leading provider of inspection and security technologies in the printing industry, the new Bosch subsidiary offers greatly improved brand protection and traceability for sensitive print products.

“Thanks to this cooperation, we can make even better use of the opportunities in our target markets,” says Oliver Steinbis, CTO at Bosch Secure Authentication GmbH. “According to the consulting firm Smithers, the packaging market is set to grow to over 1.4 trillion U.S. dollars by 2028, while the security printing industry is set to grow to more than 35 billion U.S. dollars.” This size underlines the market potential for Bosch Secure Authentication and Koenig & Bauer Vision & Protection, which together aim to set new standards in product security with their solution.

## **Authentication via unique surface structures**

The technical basis for unique identification is Bosch's Origify solution, which records a product's individual microstructures. To this end, an image is recorded during the production of each individual object, then converted into a digital identity, and finally stored securely in the cloud. All that's required for verification is to take another photo using a smartphone app and compare it with the reference data stored in the database. This means a product's authenticity can be clearly verified at any time – with no need for additional security features or imprints. Companies can use the solution to detect fake goods in-house – for example, to prevent counterfeit returns from entering the goods cycle. At the same time, the solution can be made available to end users: if a company gives the go-ahead, customers can verify the authenticity of its products themselves using a smartphone app.

A version of Origify specially developed for the printing industry is now available under the name "Ovjera." Designed for high volumes and manufacturing speeds, this software can be integrated directly into printing machines without slowing down the production flow. Here too, a forgery-proof digital identity is recorded for each printed product to reliably ensure traceability.

## **About Bosch Secure Authentication GmbH**

Bosch Secure Authentication GmbH, a wholly owned subsidiary of Robert Bosch GmbH, was founded in 2025 and is part of the Bosch Group. Bosch has been working intensively on authentication and traceability since 2017 and has already tested the technology on its own production lines. Projects to date were centered on registering and verifying automotive parts during production using Origify in a process that both serves legal requirements and maintains internal quality standards. Building on this, the company is now focusing on the development and marketing of solutions for the printing sector, the luxury goods market, and manufacturing industry.

Video: [Banknotes](#)

\*European Commission – Directorate-General for Taxation and Customs Union & EUIPO. (November 13, 2024). *EU seizes record 152 million fake items worth €3.4 billion in 2023*. European Commission. Available at: [https://taxation-customs.ec.europa.eu/news/eu-seizes-record-152-million-fake-items-worth-34-billion-eur-2023-2024-11-13\\_en](https://taxation-customs.ec.europa.eu/news/eu-seizes-record-152-million-fake-items-worth-34-billion-eur-2023-2024-11-13_en) (accessed on: September 23, 2025)

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*The Bosch Group is a leading global supplier of technology and services. It employs roughly 418,000 associates worldwide (as of December 31, 2024). The company generated sales of 90.3 billion euros in 2024. Its operations are divided into four business sectors: Mobility, Industrial Technology, Consumer Goods, and Energy and Building Technology. With its business activities, the company aims to use technology to help shape universal trends such as automation, electrification, digitalization, connectivity, and an orientation to sustainability. In this context, Bosch's broad diversification across regions and industries strengthens its innovativeness and robustness. Bosch uses its proven expertise in sensor technology, software, and services to offer customers cross-domain solutions from a single source. It also applies its expertise in connectivity and artificial intelligence in order to develop and manufacture user-friendly, sustainable products. With technology that is "Invented for life," Bosch wants to help improve quality of life and conserve natural resources. The Bosch Group comprises Robert Bosch GmbH and its roughly 490 subsidiary and regional companies in over 60 countries. Including sales and service partners, Bosch's global manufacturing, engineering, and sales network covers nearly every country in the world. Bosch's innovative strength is key to the company's further development. At 136 locations across the globe, Bosch employs some 87,000 associates in research and development.*

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