



The Seal of  
Genuineness

# The Holostik Times

*Creating A More Secure World Digitally*

JULY - SEP, 2018

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**WIDE WEB FILMS**  
THE PERFECT  
COMBINATION OF  
**BEAUTY &  
SECURITY**

#holostik



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



**I**t gives me immense pleasure to present before you the fifth issue of Holostik newsletter. I am also happy to share with you that we have received humungous appreciation for our previous issues.

The current issue includes a wide variety of topics and facts on the growing problem of counterfeiting in different industries. From the menace of duplication in the cosmetics industry to fake medicines and a section on wide web films – the newsletter intends to cater to the varying interests of the readers. The anti-counterfeiting and the packaging industry witnessed tremendous positive changes in the year 2018. Holostik kept up the pace with the growing demands of the anti-counterfeiting business and continued its glorious journey.

Just like the previous years, Holostik participated in major events in India and abroad. We showcased our anti-counterfeiting and packaging solutions at 58th Annual Session of ACMA (Automotive Component Manufacturers Association of India) in New Delhi. Our stalls were visited by a record number of visitors who showed interest in our wide range of products and solutions.

We hope to receive valuable feedbacks and suggestions from you so that we can further improve and meet up to your requirements.

Thank You for reading!

Umendra Kumar Gupta  
Chairman and Managing Director  
Holostik Group



## FAKE

cosmetics not only infringe property rights but also wreak a havoc on the health of the consumers. According to FICCI (Federation of Indian Chambers of Commerce and Industry) counterfeiting in the cosmetics sector is detrimental to the brands and harmful for customers. Last year, the Food and Drug Administration agency (FDA) busted a long-standing fake cosmetics racket in Mumbai which was creating spurious knockoffs of popular international brands like L'Oréal, Lakme, Revlon, Olay, Elle 18, Nivea, and many others.

# COUNTERFEITING

in personal care and cosmetics industry



## Facts & Figures

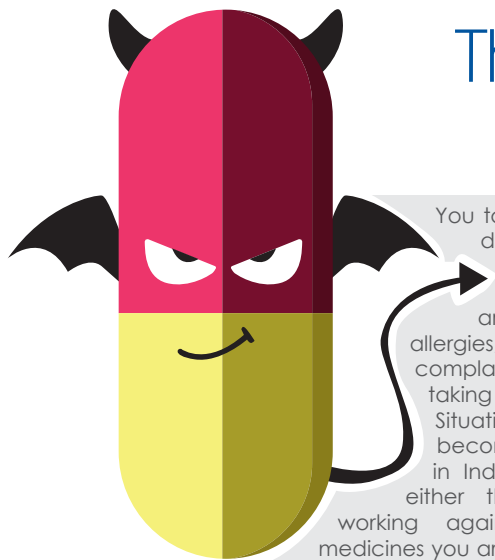
### Counterfeiting in cosmetics industry on the global scale

- According to a report by the **Organization for Economic** Cooperation and Development from 2011 to 2013, global seizures of counterfeit cosmetics jumped 25 %.
- In 2015, U.S. Customs and Border Protection seized more than 2,000 shipments of counterfeit cosmetics, worth an estimated \$1.4 billion. This trend has remained steady, with total seizures of personal care products constituting six percent of all counterfeit good seizures by the U.S. Department of Homeland Security in 2017 — worth an estimated \$69 million. Source: **CBP.gov**
- According to a report by **Red Points** cosmetics industry is most impacted by online brand infringements as counterfeiters have spread their network on social media.

### Counterfeiting of personal care & cosmetics industry in India

- 2.62% of young consumers in big cities prefer to buy online beauty products 45% of consumers tend to buy it from any shop of convenience. Source: **ASSOCHAM- MRSSIndia.com**
- Most of the fake cosmetic products are either in Delhi or Mumbai. Source: **AICMA (All India Cosmetics Manufacturers Association)**
- Using fake cosmetic products can sensitise your skin and when exposed to the sun, it can cause skin problems like contact dermatitis and irritant dermatitis. Source: **Business Standard**
- Heavily discounted imported cosmetics could be fake, check them properly before buying. Source: **Business Standard**





# The challenges posed by evil of counterfeit medicines

You take an antacid pill but, it doesn't settle your heartburn. Your wife's anti-allergic medicines are not curing her skin allergies, or your mother still complains of back pain despite taking her medicines on time. Situations like these have become a common spectacle in India. It simply means that either the medicines are not working against diseases or most medicines you are consuming in everyday life are fake or counterfeit.

Fake medicines have deeply penetrated the Indian pharmaceutical market. Such medicines can be found anywhere i.e. from government pharmacies to big

pharma stores, local drug stores to a small shop etc. People are highly susceptible to counterfeit or fake medicines due to lack of awareness, poor monitoring of drug supply chains and weak law enforcements.

A recent report by WHO (World Health Organisation) states that one in ten medical products circulating in third world countries are either of low quality or are fake. These medicines not only fail to treat diseases but can also lead to serious diseases.

The Department of Food Safety and Drug Administration says that 10 % of the duplicate drugs have been introduced into the India pharma market whereas, 38 % are of subpar quality - which do not work at all. The above stated figures point towards a worrisome situation in which it has become difficult to find an original medicine with ease. Let's discuss some of the challenges posed by counterfeit medicines.



## 01 Hampers business growth of pharmaceutical companies:

It has been experienced time and again that counterfeits can lead to huge business loss and gradual shrinking of the market share of real credible pharmaceutical companies. According to reports fake medicines lead to an annual loss of \$46 billion annually for pharma companies worldwide.



## 03 Increases pressure on national health and economy:

The use of counterfeit medicines increases unnecessary costs on public health. This is due to their unwanted side effects which leads to host of other health complications and diseases, subsequently creating a vicious cycle.



## 02 Plummet the use and promotion of low-cost generics:

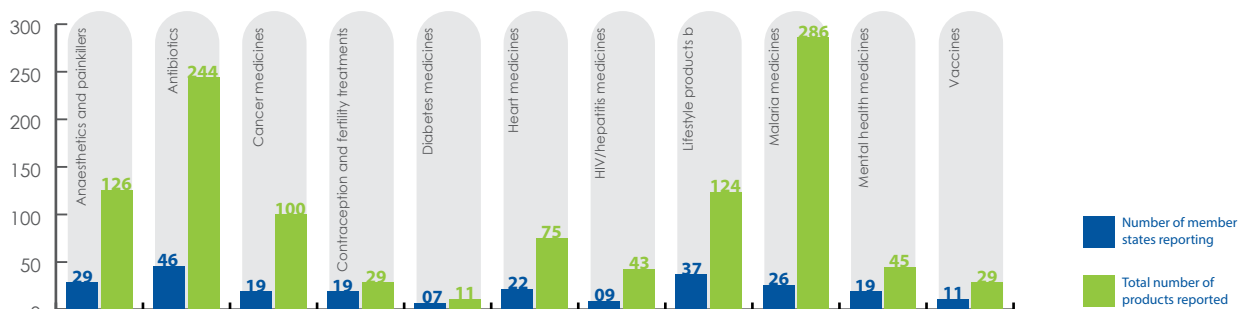
Almost 90 % of the India's drug market is dominated by branded generics. To promote the use of less expensive branded generic medicines government is taking various measures but, the circulation of fake drugs plummets its promotion and sale. This is because a medicine earns a bad reputation due to its counterfeiting.



## 04 Leads to extra cost on resources:

To tackle the issue of counterfeits government has created many regulatory bodies but, has failed to counter the problem due to lack of manpower, for more human resources increase in costs are quite evident. For instance, India's Central Drugs Standard Organization which is country's drug regulator had just 233 employees in 2014. An increase in the strength of employees will bring an extra burden on the government in form of increased expenditures.

### Examples of substandard and falsified products reported to the Global Surveillance and Monitoring System (2013-2017)



Source: WHO Global Surveillance and Monitoring System 2017





# Did You Know?



## 01

Trade of fake medicines in low- and middle-income countries is a \$30 billion business.

Source: WHO (World Health Organisation)

## 02

Worth \$460 billion of counterfeit goods were bought and sold in the year 2016.

Source: International Trademark Association

## 03

The site with most counterfeit merchandise is Aliexpress followed by Facebook and Tokopedia.

Source: Red Points



# SCREEN IT YOURSELF!

## Butter

Adulterant: Animal fats, oils, potato starch, paraffin, vegetable oil, hydrogenated fat and margarine.



## Test

Look at its colour. It should not be of radical yellow or intensive white colour.

- Natural butter is firm when touched. Another clue is that butter will not stain your package when you take it



- Butter will melt evenly, and if there are droplets on the surface, it is margarine.
- Butter made from high-quality cream is hard and smooth to touch. When you cut it, it should be shiny and homogeneous.

## Jaggery

Adulterant: Metanil yellow (a coal tar dye) and sodium bicarbonate.

## Test

Check for any crystals on the jaggery. Its presence may show that the jaggery may have experienced different procedures to make it sweeter.

The shade of the jaggery should be dark brown. The yellowish shading in jaggery may hint towards a concoction treatment.

Take a large portion of a teaspoon of jaggery and add six millilitres of liquor to it and mix it well. Now include 20 drops of concentrated hydrochloric acid. If the jaggery mixture turns pink, then it implies that it is artificial.



## Wide Web Films: The Perfect Combination of Beauty & Security

Holostik provides a wide range of wide web holographic films which are available in various specifications as per the client's specific requirements. The films are made using premium quality raw material and are known for their self-adhesiveness, clarity, quality and shine.

These films are excellent to curb counterfeiting as they offer complete protection and prevent tampering. These are available in various standard sizes and can be customised as per the specifications of the clients. Holostik offer these films at economical prices and are widely used for gift-wrapping, packaging, and lamination purposes.

Holographic wide web films are basically designed and manufactured using best quality materials and are extensively used in the packaging industry for flexible packaging. Holostik makes these films available both in PET (poly ethylene terephthalate) (minimum thickness 12 microns) and BOPP (biaxially-oriented polypropylene) (minimum thickness 20



microns). These films apart from brand protection, increases the brand value and protects against counterfeiting of the end products by making it completely holographic.

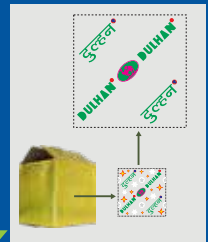
The film gives the product a perfect shine and highlights its brand looks. Special care has been taken by experts in making the product compatible with international standards and latest market trends.



**An example of some security features that can be incorporated in a wide web film:**

**Full Visible with Dynamic Effect**

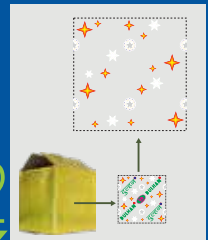
01



It is an effect in which the image lies in the foreground of the hologram and appears very bright and can be clearly seen by the naked eye.

**Emboss Effect:**

02



The graphic design is made by using computer which has multi-colour kinetic and movement effect.

### Main Features of Holographic Wide Web Films

Attractive looks with optimum clarity.

High brightness and glossy holographic effects.

Superior bonding strength, heat resistant and water proof.

Available in different colours and patterns. Many designs available for selection with customised designs.

Used for Toiletries, Tobacco, Flexible Packaging, Printing, Wine boxes, Gift boxes, Books, Magazines, Boxes, Printed products and other paper products. Suitable for high grade imitation pseudo carton laminating.

### Events & Expos



**ACMA**  
AUTOMOTIVE COMPONENT MANUFACTURERS  
ASSOCIATION OF INDIA  
**5th Sep'18**

05



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# BLOGEKS

## 10

## tips to spot a counterfeit camera gear

Are you not certain about the camera you are buying is genuine or fake? Does it feel like a pipe dream and you are highly confused? Tragically, not all camera gear is made up to the par, few bits of camera gear are made by counterfeiters to basically trap clients. Do not get trapped by counterfeiting and figure out how to spot fake camera gear with these 10 snappy tips.

### 1. Search for incorrect spellings

Incorrect spellings, regardless of whether purposeful or accidental, are a prompt sign that your gear is duplicate or counterfeit. Give your hardware a close look. Just in case if there's something incorrectly spelt, it's a fake.

### 2. From where are you buying it?

Purchasing from a respectable dealer ensures authenticity of a camera gear. Search for surveys, reviews and evaluations in regard to the dealer.

### 3. Direction Manuals

Counterfeit gear quite often drops without a manual in a container. In this way, if there's a manual incorporated into the container, it's a decent sign that the item is genuine. This additionally applies to hardware acquired on the web. Beyond any doubt, somebody can counterfeit a manual, yet con artists likely won't attempt it.

### 4. Search for a Warranty

Relatively every new gear accompanies a one-year warranty incorporated into its case. If a warranty isn't in the container, you can consider it to be a phoney. It's likewise important to have a close look of the container or the packaging to find any faults. Because your hardware is in a good-looking box it doesn't makes it genuine.

### 5. Serial numbers

Most expert gear has a serial number somewhere on the outside. If your gear doesn't has a serial number, then there's a decent possibility that it's a fake.

### 6. Does it fit properly?

Official hardware, for example, focal points, connectors, rigs and adapters will fit in with ease. If you hear things moving around when you daintily shake your gear, then there's an issue. This is particularly evident when purchasing camera focal points or connectors. Great connectors should fit focal point mounts flawlessly without any slippage.

### 7. "Unrealistic" prices

The online camera market is highly competitive, so online stores are continually endeavouring to undermine each other when it comes to cost. Check for the prices available on the website. A high variation in costs could presumably point to a phoney product.

### 8. Security Holograms

Majority of camera brands have "official" stickers with 3D images called holograms. These stickers are difficult to imitate, so if they are affixed to a camera box then it is a sign of genuineness.

### 9. Clear Printing

Printed data on authentic hardware is quite sharp and simple to read. Fake hardware has poorly printed text on it. You won't see badly printed text on an official gear.

### 10. Test the Equipment

Test the apparatus! In case you're purchasing a camera hardware face to face, you ought to test it properly before buying. If the dealer does not let you test the camera then it is a red signal of a counterfeit product.





## Holostik showcases its anti-counterfeiting &amp; packaging solutions at ACMA's 58th annual session



Holostik the leader of anti-counterfeiting solutions in India participated at the 58th Annual Session of ACMA (Automotive Component Manufacturers Association of India) - apex body of auto-component industry in India. The event was held on 5th of September at Hotel Taj Palace New Delhi. Holostik marked its presence at the event by showcasing its cutting-edge anti-counterfeiting solutions for different kinds of automotive products. Delegates from the automotive industry swarmed at the stalls of Holostik to witness the best of anti-counterfeiting solutions.

Since, the automotive industry suffers from massive counterfeiting in the aftermarkets it can be secured with the latest anti-duplication products and solutions provided by Holostik. This will not just boost the growth of automotive industry but will also ensure safety of consumers who lose their life, every year, due to counterfeit automotive products.

The annual session was addressed by Mr. Anant Geete, Hon'ble Minister for Heavy Industries and Public Sector Enterprises, Mr. Suresh Prabhu, Union Minister for Commerce & Industry, Civil Aviation, Government of India, Mr. Nitin Gadkari, Hon'ble Union Minister of Road Transport and Highways, Government of India and Dr. Asha Ram Sihag, Secretary, Department of Heavy Industries, Ministry of Heavy Industry & Public Enterprises, Government of India.

The event was also garnered by the presence of eminent personalities from the automotive industry which include Mr. Kenichi Ayukawa, Managing Director, Maruti Suzuki India, Mr. Guenter Butschek MD and CEO, Tata Motors, Mr. Minoru Kato, President and CEO, Honda Motorcycle and Scooter India, Mr. Rakesh Bharti Mittal, President CII & Executive Vice Chairman, Bharti Enterprises, Dr. Pawan Goenka, Managing Director, Mahindra & Mahindra, Dr. Abhay Firodia, President SIAM & Chairman, Force Motors, Mr. Nirmal Minda, President, ACMA & CMD, Minda Industries and Mr. Ram Venkataramani, Vice President ACMA & MD, IP Rings.

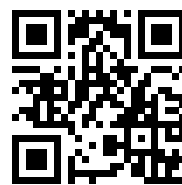
A study titled "Auto Component Industry in India: Preparing for the future" was released by Chief Guest Mr. Anant Geete at the session. The study revealed that there is huge potential for

opportunities for the auto-component industry in India. This will be boosted by the growing vehicle consumer market along with the introduction of next generation mobility.

While commenting on the future of automotive industry Mr. Nirmal Minda, President, ACMA said, "The auto and auto component industry, globally and in India, is undergoing a transformation across its entire supply chain; several factors such as new regulations on emission, safety & environment, fast changing customer preferences, shifting economic dynamics and trade policies are reshaping our industry. E-mobility is fast catching the imagination of our policy makers; a definite policy delineating the road map for e-mobility in India is therefore the need of the hour. We are confident that as hybrid and electric technologies gains traction, vehicle manufacturers will support localisation of components."

Mr. Nitin Gadkari, Hon'ble Union Minister of Road Transport and Highways, Government of India highlighted "To strengthen the economy, our government is actively pursuing the policy of substituting imports and boosting exports. I am pleased to see the auto component industry perform remarkable in turnover and exports. I believe there are immense possibilities for this sector to grow further. Our government is driving the agenda of promoting Innovation, entrepreneurship, technology and research."

On the occasion, Mr. Anant Geete said "The automotive industry is the top contributor to the Government of India's Make in India initiative and has accounted for maximum investments under the program. Going forward, we would be framing the auto policy in accordance with the current state of the automotive industry and demands of the future. I assure the ministry of heavy industries will support the industry to resolve all issues and concerns."



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UPCOMING  
EVENTS

»»» **indiapack pacprocess 2018** from 24<sup>th</sup> to 26<sup>th</sup> October 2018 at BCEC, Goregaon East, Mumbai.

»»» **Eurasia Packaging 2018** Istanbul October 31<sup>st</sup> - November 3<sup>rd</sup>, 2018 at Tüyap Fair Convention and Congress Center

»»» **Labelexpo India 2018** 22<sup>nd</sup> - 25<sup>th</sup> November 2018, India Expo Centre & Mart (Greater Noida- Delhi Ncr)

»»» **5th Eastern Print Pack 2018**, Date: 30<sup>th</sup> Nov to 3<sup>rd</sup> Dec. 2018, Venue: Science City, Kolkata, WB, India

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