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The Holostik Times

Creating A More Secure World Digitally

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t gives me immense pleasure to present before you the latest issue of Holostik newsletter. I am also happy to share with you that we have received enormous feedbacks and support from our readers.

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 tobacco industry to counterfeit cigarettes and a section on our product hot stamping foil – the newsletter intends to cater to the varying interests of the readers.

The anti-counterfeiting and the packaging industry is witnessing positive changes. Industries are becoming more conscious of the problem of counterfeiting and are adapting anti-counterfeiting technologies. Holostik kept up the pace with the growing demands of the anti-counterfeiting business and continued its wonderful journey.

Just like the previous years, Holostik is all set to participate in major events which will be taking place in India and abroad. Holostik believes in securing industries worldwide from the menace of counterfeiting.

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!

A handwritten signature in blue ink, appearing to read 'Umendra Kumar Gupta'.

Umendra Kumar Gupta
Chairman and Managing Director
Holostik Group





COUNTERFEITING IN THE TOBACCO INDUSTRY

According to Research & Markets, "India is the second largest producer and third largest exporter of tobacco in the world. The tobacco industry provides employment to ~46 Million people.

With the evolving facilities provided by the Tobacco Board of India, the market has recorded a total (manufactured and unmanufactured tobacco) export of INR 60.84 Billion in FY 2018."

There has been a drastic rise of counterfeit tobacco products which has created problems for the manufacturers and the consumers. As per data available of seizures from Directorate of Revenue Intelligence, the market of illicit trade in cigarettes rose by INR 5,775 crores between the years 2010 and 2015, making the illicit trade market for cigarettes in Indian worth INR 25,000 crores.

The health hazard that emerges from counterfeit tobacco products are multiple times higher than the original tobacco products. The sale of counterfeit tobacco products has not only increased proportionately but, has exceeded the sales of original ones.

A study by ICC's Counterfeit Intelligence Bureau (CIB) has stated disturbing facts about the contents of duplicate cigarettes. The report states, "Studies have shown that when compared to genuine cigarettes, fake cigarette smokes can contain five times the level of cadmium, six times as much lead, 160 % more tar and 133 % more carbon monoxide."

The WHO claims that if the global illicit trade was eliminated, governments would gain \$31 Billion in revenue and 160,000 lives could be saved in a year.

TOBACCO IS INJURIOUS TO HEALTH

SMOKING COUNTERFEIT CIGARETTES KILLS BADLY

Unlike others, the business of fake cigarettes is very organised with large distribution centres fetching fortunes for the top hierarchy. It is one of the top-notch businesses and with the ever-increasing taxes, it is very popular with cash-crunched smokers.

While saving a little money on your smokes may sound great but with the inclusion of nasty additives like faeces and sawdust, you are likely to inhale even worse than that of a normal cigarette.



Ingredients of fake Cigarettes:

Not exactly tobacco but there are several other harmful ingredients in fake cigarettes. You can easily find sand, plastic and other materials. Fake cigarettes have been tested in laboratories, and it is observed that they contain far greater amounts of carbon monoxide, nicotine and tar (63%, 28%, 75% respectively) than original cigarettes which greatly increases the chances of cancer and other diseases for those who smoke them.

If you thought that the bargain was good, think again!

Identifying fake or counterfeit cigarettes is not an easy task and can be extremely challenging for untrained eyes. If you apply a little common sense, one can easily distinguish an original and a fake.



PRICE

This is always the first step to detect any counterfeit. Compare the prices of the cigarette pack that you're buying with the price at a grocery store or online. If there is a significant difference and too good to believe, think again!



PACKAGING

Closely observe the packaging of your cigarette pack. Counterfeiters tend to duplicate logos, designs and text of the real products. Try to spot any typo errors, foreign languages or anything that stands out. Health labels and tax stamps are also good signs of counterfeit tobacco products.



QUALITY

Check the quality of the packaging and the product. If you come across loose tobacco falling between the cigarette box and the plastic wrapper, or if the cigarettes aren't packed correctly, there are high chances that the product is not what it claims to be.



TASTE

Smoke the cigarettes and if the ingredients and quality are not the same, you should be able to make out the difference in taste between authentic cigarettes and counterfeit ones. If the cigarette raises suspicions about its authenticity, throw them right away.

The best way to avoid consuming a fake cigarette is by buying it from a trusted vendor. Smoking cigarettes as it is poses serious threats to your health and you can only imagine what jeopardy a fake cigarette would cause.

In truth, it's practically impossible to completely avoid counterfeit cigarettes. The shops have huge stocks of them, and the vending machine too can have them. Well, in case of cigarettes the best alternative to refrain from buying a fake cigarette would be giving up on smoking entirely!

Did You Know?

1

Source: USAtoday.com

Wearing apparels and accessories were the most counterfeited items in USA with 15% seizures.



2

Source: brandongaille.com

Around 60% of the counterfeit drugs that are sold every year have no active ingredients in them.



3

Source: brandongaille.com

For counterfeit foods, the leading export destination is Egypt.



SCREEN IT YOURSELF!



STEPS TO DETERMINE THE GENUINENESS OF OLIVE OIL

Olive oil has become a prime choice for consumers worldwide and is one of the most expensive oils. The olive oil industry is worth \$16 billion a year, but unfortunately, its popularity has also erupted a lot of corruption. You will be surprised to know that 70% of Olive oil available in stores in the US are fake which means they are infiltrated with low quality or cheap oils that are chemically refined.

Check out these points to determine the genuineness of the olive oil:



MUST READ EXTRA VIRGIN OIL –

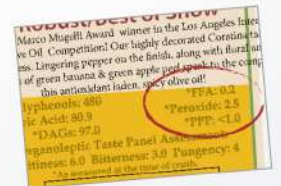


The phrase does not guarantee purity but without it, you will always purchase low-quality oil. Extra-virgin indicates that it comes from the very first pressing of each season's olives, meaning that it is pure, luminescent green, and should have an almost peppery & powerful flavour.



READ OUT THE SPECIFICS –

Only the genuine oils will carry all the minute details like harvest date, estate or mill name, free fatty acidity level or FFA. An excellent oil will usually have an FFA of 0.2 percent or lower.



DON'T FALL FOR PACKAGING & HIGH PRICE –

Cheap is a warning but expensive too doesn't mean genuine. Look for finer details.



THE SOLIDIFICATION PROCESS –

Place the bottle in the fridge for about 30 minutes and check if the oil has started to solidify. If it does then it is a good indication that the oil contains a large amount of monounsaturated fat, which is what the extra virgin olive oil ideally contains. If the oil doesn't begin to show signs of solidification, there are good chances that the oil is fake. This is not a perfect test but a good indicator if you are unsure about the quality of your oil.



QUALITY NEVER LIES –

Real olive oil should smell and taste green, bright, peppery, earthy, grassy, or any combination thereof.



Hot Stamping Foil: A revolutionary and robust product for brand protection



Hot stamping is a permanent process in which a part of the object is marked with a properly formulated foil. Hot Stamping can withstand the harsh conditions of nature. On using a metal die on a plastic part, branding can be done at the same time. Even if the colour fades or wears off, the branded image will remain intact.

It is easy to incorporate or apply to product and packaging and renders it huge security making it difficult to replicate. This is also a cost-effective

and economical method for brand protection as it leads to less wastage of resources.

Being one of the largest hot stamping foil manufacturers in India, Holostik takes the advantage of being the leader of the anti-counterfeiting industry in India. Holostik not only serves to clients in more than 14 different industries but, also helps them to choose from different variants available for HSF or hot stamping foil.

Variants of hot stamping foil include:



Unregistered or running pattern



Registered pattern with scan marks



Registered pattern with both sides scan marks

Applications:



User Industries:



BLOGEKS

TIPS TO DISTINGUISH BETWEEN

FAKE AND REAL LEATHER

TO SAVE YOU FROM THAT DISAPPOINTMENT AND REGRET, WE BRING OUT SOME IMPORTANT TIPS THAT WILL HELP YOU TO SPOT THE DIFFERENCES BETWEEN REAL AND FAKE LEATHER!



The physical characteristics – Observe the surface of the leather. Real leather is made from real animal skin and will never be uniform. They will have blemishes and imperfections. Imperfections are rather a good sign in leather. If you run your fingers over real leather, you will not feel smooth.

In contrast, synthetic leather is uniform. As they are machine made, it will always have a regular texture and a pattern. If you run your fingers over it, you will feel uniformity and evenness.

The other physical characteristic to spot real leather and synthetic leather is by smelling it! If you have smelled real leather before, you will know how leather smells. It will have a natural, organic, skin scent that no machine can render. The fake leather or synthetic leather will never smell like that. It will smell like plastic or will have a slightly chemical odour.



Durability – The high cost of real leather is because it is made up of animal skin which gives it ever-lasting durability and endurance. Also, the more you use it, the better it looks. If given proper care, the same wear and tear that naturally occurs in all products will not occur in the real leather product. In fact, its character will get even more valuable and desirable over time.

In contrary to this, faux leather will not last long. It will wear out in few months and that too very unattractively!



Price – There is a remarkable difference in the price of real leather and fake leather products. The price itself speaks very loudly. Faux leather is much more affordable than real leather. But be cautious, there are a lot of counterfeiters out there who might sell you the fake one at the real price, it is then you need to focus on its physical properties.



Environmental Impact – On a larger scale, real leather has a lesser negative impact on the environment. When taken from the environment naturally, for e.g. when an animal dies a natural death, taking their hides is actually good, leaving them would be wasteful. But faux leather is made from polyvinyl chloride (PVC), and other chemicals that would have a much larger impact on the environment. Also, faux leather needs much quicker replacements than the real leather, doubling the negative impact.

Tank Road, New Delhi is a hub of counterfeit goods - US authorities



In a recent development, US authorities have identified Tank Road in Delhi as one of the hubs for the sale of counterfeit goods and have asked the Indian government to take coordinated enforcement action. As per the US' Notorious Markets List 33 online and 25 physical markets reportedly are breeding grounds for the sale of fake products. A US trade representative while commenting on the report said that Tank Road in Delhi remains on the list of popular places for the sale of counterfeit goods.

Fake products are further supplied from Tank Road to places such as Gaffar Market and Ajmal Khan road. The report states that the counterfeiting activity harms the American economy by undermining the innovation and IP rights of the rightful owners. An estimated 2.5% or

nearly half a trillion dollars' worth of global imports are counterfeit and pirated products.

The US trade representative also said that the wholesalers in the area operate without any fear and build their businesses over the years. The trade representative also urged to take sustained actions on the Tank road market located in Karol Bagh, previously listed markets and other non-listed markets as well.

The 2018 Notorious Markets List maintains its special focus on the distribution of pirated content and counterfeit goods online. This year, the list highlighted free trade zones and the role they may play in facilitating trade in counterfeit and pirated goods.

Source: Deccan Herald

Barcoding to become mandatory for drugs in India



The Union Health Ministry in India is going to make barcoding necessary for drugs after an alarming report by US Trade Representative (USTR) which revealed that India was one of the largest producers of fake medicines in the world.

The Drug and Technical Advisory Board (DTAB) had earlier recommended that an Indian law should be made that makes barcoding mandatory for all medicines. This would allow pharmacists, customers and the government to trace medicines across the supply chain and identify where a drug was manufactured

The barcoding would help pharmacist, consumers and government bodies to track and trace medicines across a supply chain. The Indian government is taking the measure after a USTR report which mentioned that up to 20% drugs sold in India are fake and could pose a serious risk to the health and safety of the patient.

As of now barcoding is mandatory for medical devices and exported medicines but for drugs sold domestically, it is voluntary. Raja Selvam, Managing Attorney, Selvam and Selvam said that barcoding would help in preventing the infiltration of fake drugs in the supply chain which will ensure the safety of patients.

DTAB said that mandatory barcoding would help in preventing the problem of false labelling and thus will help the manufacturer in identifying the falsely labelled product. Vikrant Rana, Managing Partner at SS Rana & Co in New Delhi, said that the change was timely, but it will be challenging in the village areas where there is hardly any internet connectivity and electricity making it tough for scanning to be possible.

Source: Economic Times

UPCOMING EVENTS



Automotive Engineering Show-Chennai
4-6 July 2019, Chennai

COSMO TECH EXPO

India's Biggest Trade Show on Personal Care, Home Care & Perfumery Manufacturing Solutions

Cosmotech Expo
22-23 July 2019, New Delhi



SCM Pharma Summit
24-25 September, Mumbai



Labelexpo Europe
24 - 27 September 2019, Brussels, Belgium

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