



The Seal of Genuineness

HOLOSTIK[®]

YOUR AUTHENTICATION SOLUTIONS PARTNER

The Holostik Times

Creating A More Secure World Digitally

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s another financial year comes to an end, we proudly look back at our accomplishments and affirmatively look ahead to achieve new milestones. The anti-counterfeiting and packaging industry witnessed many new developments in the year 2018 and the industry evolved more than expected.

Holostik kept up with the pace of the growing demands of the anti-counterfeiting market and continued its glorious journey by protecting brands across the globe from the threat of counterfeiting.

Moving a step ahead, Holostik provided its IT enabled anti-counterfeiting solutions to different industries. Holostik caters customised and unique IT enabled anti-counterfeiting solutions for securing products and supply chains from the menace of counterfeiting.

Holostik also provides a gamut of IT enabled authentication solutions which are meant for managing and monitoring supply chains effectively. Until now, we have successfully harnessed the prowess of IT enabled technologies in our solutions and have created many success stories.

At the same time, we also believe that different anti-counterfeiting technologies are complementary to each other and are not competing. Inspired by the same thought, we provide a combination of physical and digital technologies in our anti-counterfeiting solutions.

I also hope that apart from providing advanced anti-counterfeiting solutions Holostik will continue to spread awareness related to counterfeiting with this newsletter and many other platforms.

Finally, we believe in creating a world a free from counterfeits.

Thank You for reading!

Umendra Kumar Gupta
Chairman and Managing Director
Holostik Group



Counterfeiting in The Indian Automotive industry



According to Indian Brand Equity foundation, "The Indian Auto Industry became the 4th largest in the world with sales increasing 9.5% year-on-year to 4.02 million units (excluding two wheelers) in 2017. The Indian Auto Industry was the 7th largest manufacturer of commercial vehicles in 2017."

Surprisingly, as per the Automotive Components Manufacturers Association of India the Indian auto components aftermarket will touch Rs 75,552 crores by FY 19-20.

However, the major cause of concern for the automotive industry is the alarming rise of counterfeit business. The sale of duplicate goods brings heavy financial loss to the original brands and is a threat to the Indian economy.

The large amount of revenue generated after the production and marketing of counterfeit products does not contribute to the government taxes.

According to a FICCI CASCADE report, around 20% of road accidents in India are caused by counterfeit automobile parts. Failure of fake brakes, faulty bearings and even poor-quality tyres are responsible for sudden accidents and many people die every year due to them.

Counterfeiting of auto parts is not a problem limited to India but has spread across the world. With the proper regulatory framework, consumer awareness and use of authentication technologies the problem can be tackled up to a high extent.



Source: ILLICIT MARKETS
A threat to our National Interests: The Auto Components Industry.

SOME OF THE MOST COUNTERFEITED AUTO COMPONENTS IN INDIA

ENGINE & EXHAUST	SUSPENSION & BRAKING	BODY & STRUCTURAL	ELECTRICAL & ELECTRONICS
Oil filters	Steering arms	Sheet metals	Alternator spares
Air filters	Tie rods	Bumpers	Headlamps
Distributor cap	Brakes	Windshields	Tail-lamps

Source: autocompro.in

WAYS TO CHECK COUNTERFEITING OF AUTOMOTIVE PARTS.

Raising consumer awareness about fake automotive products in the market

Effective use of advanced anti-counterfeiting physical and digital solutions to secure the product and supply chain against duplication.

Strict measures by authorities to curb duplication of fake automotive parts.



COUNTERFEITING A GLOBAL PANDEMIC



Counterfeiting is a global pandemic. The statement is a gospel truth - a reality which regularly haunts governments, businesses and consumers. No wonder, the entire world is suffering from the menace of counterfeit products which is regularly confirmed by news and reports coming from different corners of the world. So, whether you buy a luxury hand bag from a mall in Dubai or a costly sports watch from a store in Madrid or even something as simple as a pain-relieving pill from a pharmacy shop in India - the genuineness of each of the items lurks in uncertainty.

Counterfeiting has spread like a disease affecting every industry and rarely any product stands a chance against it. Long ago, counterfeiting was just limited to currency and few items. Some of the earliest reports of counterfeiting date back to 18th century when counterfeiters tried their best to imitate coins and later switched to paper currency bills.

Many experts believe that rapid globalization is one of the reasons behind rampant counterfeiting. They claim that in a bid to increase profits corporate giants shifted their manufacturing facilities in countries with cheap land and labour. However, they did not realise that these countries did not have regulations and laws in place, to counter duplication. This loophole paved way for the counterfeiting of original products. It was usually done with the help of unfaithful workers who sold or passed on the manufacturing technology to forgers. With passage of time, as technology became easily accessible, organized crime syndicates got involved into the business of counterfeiting on a much larger scale.

Since, there were no stringent IP (Intellectual Property) regulations, counterfeiters were able to sell them locally with ease and even smuggled them to other parts of the world. Gradually, cheap grade goods were welcomed by the masses, all over the world, as they were affordable and visually appealing - just like the original products. This dealt a severe blow to the profits and image of legitimate companies and brands. According to a report by OECD (Organisation for Economic Co-operation and Development) United States, Italy, France, Switzerland, Japan and Germany are the hardest

hit countries, with the majority (83%) of fake goods originating (not surprisingly) from China and Hong Kong. European brands are among the most impacted, with an estimated 5% of all goods imported into the European Union (EU) being fake. This represents a massive value of \$118 billion.

Another factor behind the growth of counterfeiting worldwide is the rise of free trade zones in different parts of the world. Free trade zones provide tax advantages and other exemptions which helps to boost the economy of the host country. However, it also leads to a rise in counterfeiting and piracy as there are little checks and easy transport facilities available in these zones.

Nowadays, counterfeiting has also intruded the online marketplace. We regularly encounter spurious websites and social media links on the web which showcase alluring deals on different kinds of products. But do we really know how the product actually looks like? What is the credibility of the website? Or how one should determine the genuineness of the online product? Despite the uncertainties, we fall into temptation and buy those products, without thinking about the repercussions. According to International Trademark Association, "Criminals prefer to sell counterfeits on the Internet for many reasons. They can hide behind the anonymity of the internet and with the Dark Web even their IP addresses can be hidden. The Internet gives them the reach to sell to consumers globally-outside of the national limits of law enforcement."

Governments across the world are taking strict measures to curb the menace of counterfeiting. New regulations and laws are being implemented. International brands are spending millions on creating awareness about their counterfeited products. Most importantly, the anti-counterfeiting industry has witnessed a significant growth as more companies are using different kinds of anti-counterfeiting solutions to secure their products against duplication. Finally, the global problem of counterfeiting must be addressed on multiple fronts with collaborative efforts of the government, industry players and anti-counterfeiting solution providers.

Did You Know?



Source: Springer

During his visit to the United States in the year 1842, the famous English writer and literary genius Charles Dickens was infuriated to see pirated copies of his novels in a bookstore in Boston.



Source: Springer

In the ancient Aztec Empire, many traders adulterated and sold counterfeit cocoa beans.



Antibiotic

Source: WHO

Antimalarials and antibiotics are amongst the most commonly reported substandard and falsified medical products.

Side Effects



The presence of adulterants in the protein powder can have many negative effects on your body. If you witness any ailment after switching to a new supplement, then there are chances of it being adulterated. People often suffer from poor digestion, acne breakout, hair-fall, skin rashes and even kidney and liver dysfunction after consuming fake protein powder. You must immediately stop using a supplement if you witness any of the after effects. It's even better to seek a medical advice.

SCREEN IT YOURSELF!

Steps to identify fake protein supplements

Solubility

One of the red flags of a fake protein powder is its insolubility. The moment you try to dissolve fake protein powder you will see the formation of hard lumps. The lumps are a sign of cheap constituents used for making fake protein supplements which lead to number of ailments. They are not meant to increase your muscle mass but generate profits.



Texture

The texture of an original protein powder is consistent whereas for a fake protein powder it is not the same. You will find irregularities in fake powder. The irregularities are due to the presence of adulterants used in fake powder that can range from chalk powder to vitamin powder.

Taste Test

Counterfeit protein powder has a pungent smell and a bad aftertaste. The best way to check the originality of a protein powder is through a taste test. You can ask a fitness professional or a friend to taste the powder that has been consumed by him or her for years. He or she will immediately know if there is any difference in the taste hinting towards its originality or duplication.



Packaging



The most obvious sign of fake protein supplement is its poor and substandard packaging. If you have seen the original packaging, then you can surely spot a fake product. However, counterfeiters are leaving no stone unturned to fulfil their greed. In many cases, they have repackaged fake supplements in disposed and intact boxes. It is thus advised to crush the bottles and packaging after use and buy the product from a genuine retailer with franchise.





Holographic security pouches: Flexible, durable and attractive packaging products



The world of packaging has different kinds of products which are meant for a wide variety of goods. Among the many packaging solutions, pouches hold an important place. Pouches are one of the best solutions for flexible packaging and also provide effective branding and product information.

Holostik is one of the leaders in the anti-counterfeiting and packaging industry which provides optimum quality holographic pouches which offer an authentication mechanism and also add visual appeal to the product. These pouches encompass high-quality printing technology along with diverse security features.

Holographic security pouches are highly economical and instantly grab the attention of the consumer in the retail environment. With the

help of holographic security pouches, even small-scale industries can leverage their brand value in the marketplace. These pouches allow manufacturers to print enticing high-quality custom designs and thus increase their product's visibility.

Holostik caters different types of pouches as per the product and industry's requirements. Some of the types are gusset pouches, side seal pouches, centre seal pouches and standing pouches. Pouches from Holostik can have full holography, partial holography, full visibility, semi visibility depending upon the requirements and specifications of the client.

Holostik makes it sure that manufacturers include all kind of product information and marketing information mentioned on their product's packaging to make them highly saleable.

3.53 oz / 100 g



BLOG EKS



QUICK TIPS TO BUY GENUINE PERFUME

A fragrance aficionado knows the real worth of a perfume. However, determining a real perfume can be a herculean task even for the best fragrance lovers. Surprisingly, about 90% of fake fragrances are sold in the grey market (Source: ultramatis).

So, if you are planning to buy your favourite perfume, here are some quick tips to purchase only genuine products.

1

Buy from a reputed retailer: Buy your perfume only through a reputable retailer. Check that your seller has been in business for many years and has a high customer following.

2

Check prices too good to be true: This is perhaps the easiest way to spot a counterfeit fragrance. If you are being sold a branded fragrance at a price much below its actual cost, don't be tempted to buy it. There are chances, it might be a counterfeit.

3

Check for the return policy: Majority of the branded store offers comprehensive return policies. If there is no such policy, it can be considered as a red flag.

4

Packaging: Packaging of the perfume can reveal a lot about its genuineness. If the packaging label looks poorly printed with spelling or grammatical errors, then there are fair chances that the contents will not be real. The bottle also indicates about product's authenticity. A copy would look cheap and dull. Real packaging will be made from high-quality paperboard and is designed to protect the bottle from damage.

5

Scent: This is a very important step in detecting the genuineness of a fragrance. The smell of the real and the fake perfume might be similar but not the same as synthetic chemicals are often used in counterfeits instead of expensive essential oils.

6

Background check: Check the manufacturer's website before purchasing a perfume. If the information on the website matches with the information provided on the packaging, go ahead and buy it. But if there is even a slightest mismatch, leave it.

7

Colour: The real perfumes do not use many dyes so have a pale colour usually. A striking dark colour can be a sign of fake perfume.

8

Barcodes: In real perfumes, barcodes are usually at the bottom of the perfume box. If you spot them at the side of the box, there are high chances of it being a counterfeit.

These are little things but goes a long way in helping you buy a real fragrance. Fake fragrances not only lead to your monetary loss but are also potentially harmful for your health. So, keep these important eight points in your mind before you buy a fragrance.

Holostik's R&D center gets recognition from DSIR



In a recent development, Holostik's research and development centre got recognition from the Department of Scientific and Industrial Research, Ministry of Science and Technology, Govt. of India. With this achievement, Holostik added one more jewel to its crown and has entered in the league of few esteemed companies with the prestigious certification in India.

Holostik's in-house state-of-the-art research and development centre is located at Rudrapur in Uttarakhand. Inspired by its vision of constant innovation and the use of cutting-edge technology, the R&D centre of excellence has proved its mettle in the world of holographic and other anti-counterfeiting technologies over the years.

Mr. U.K. Gupta Chairman and Founder Holostik India Limited expressed his happiness on achieving the new milestone and said that his company would be making pathbreaking innovations for securing brands and products against the problem of counterfeiting. The recognition from Department

of Scientific and Industrial Research, Ministry of Science and Technology would not have been possible without the persistent efforts of Mr. U.K. Gupta and his entire team at Holostik.

In the past Holostik India Limited has received CMMI Level 3 certification. Moreover, the company has also earned certifications from Indian Banks' Association, Agmark, DMF, CRISIL, HSSMS, OHSAS, ISO 9001, 14001, 18001 & 27001. The company is also a member of elite business associations like PHD Chamber of Commerce, ASSOCHAM, CII, ASPA, FICCI, IHMA and others.

Established in the year 1991, Holostik is one of the leaders in providing anti-duplication and packaging solutions. At the pinnacle of success, it is one of the biggest manufacturers of security holograms in the world. The company also provides a gamut of integrated IT-enabled anti-duplication solutions to its customers. Holostik caters to more than 10,000 clients in 75+ countries.

Holostik India Limited commended at COBRA 2019



Holostik India Limited was recently awarded and recognized for its 'outstanding contribution of exceptional order in providing anti-counterfeiting solutions' at the COBRA 2019 event in Gurugram Delhi NCR.

COBRA is an event dedicated to counterfeiting and brand protection. This year the event took place on 5th and 6th February at the Leela Ambience Gurugram Hotel and Residences in Gurugram Delhi NCR.

The event was organized by Tefla's in association with ASPA, CIABC, PMFAI, TAPA and TSEAI. The much-awaited event of the anti-counterfeiting and brand protection industry was collocated with Blockchain Eventon.

The Chief Guest for the event was Shri Ram Vilas Paswan

Hon'ble Minister of Food, Public Distribution and Consumer Affairs. Mr. Ankit Gupta Director Holostik received the award at the event and was also one of the eminent speakers on the second day of the grand event.

Mr. Ankit Gupta expressed his happiness on receiving the honour and shared his views on the impending need for anti-counterfeiting technology in securing brands and products.

Holostik is one of the pioneers and undisputed leaders of hologram manufacturing and anti-counterfeiting solutions in the world. The company aims to secure various kinds of products from the menace of counterfeiting and help companies achieve their targeted growth.

UPCOMING EVENTS



Holostik Conclave-2019
Goa
13-18 April, 2019

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29th International Exhibition & Conference on Rice & Grain Processing Technology

Kakinada, Andhra Pradesh
June, 2019

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