



The Seal of Genuineness

**HOLOSTIK**<sup>®</sup>

YOUR AUTHENTICATION SOLUTIONS PARTNER

# The Holostik Times

Creating A More Secure World Digitally

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06 ISSUE 01 VOLUME

## AN EFFECTIVE PACKAGING SOLUTION AGAINST DUPLICATION



# SECURITY LABELS



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#holostik



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



*As we are ready to step into the New Year with lots of aspirations and determination, I believe that Holostik will achieve new milestones of success in the coming days.*

*In the year 2018, we kept up the pace with the growing demands of the anti-counterfeiting business and continued our glorious journey. The anti-counterfeiting and the packaging industry witnessed tremendous positive changes in the year gone by.*

*Holostik also successfully participated in major exhibitions held in India & abroad which include indiapack Mumbai, LabelExpo Greater Noida, Eastern Print Pack Kolkata & Eurasia Packaging Turkey.*

*The current issue of newsletter caters to the diverse readers and has topics, facts and figures of their interests. 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



# LIQUOR INDUSTRY

Fake liquor is a growing issue across the globe. There have been many cases of counterfeit alcohol seized by authorities over the past decade. Fake liquor usually contains chemicals, colour dyes, and various other components which aren't safe for consumption. Ingestion of these contraband products leads to some very serious liver and nervous system issues. In fact, there have been cases of deaths due to consuming fake liquor. Fake liquor is also a cause of concern for the liquor manufacturers as it leads to monetary loss for them which is huge and detrimental in the long run. Here are some shocking facts on the counterfeit liquor industry across the globe.



1. According to the International Centre for Alcohol Policies 30% of the alcohol consumed in the world is unregistered.

**Source: Financial Times**

2. According to the International Federation of Spirits Producers, spirits companies lose more than \$1billion a year due to counterfeit alcohol.

**Source: Financial Times**

3. According to the *World Health Organization's* Global Status Report on Alcohol and Health, unrecorded alcohol represents approximately 25% of all alcohol consumption worldwide.

4. New research from the European Union Intellectual Property Office (EUIPO) shows that €60 billion is lost each year due to counterfeiting in 13 economic sectors – including wine and spirits.

**Source: Newfoodmagazine.com**

5. The UK loses £218 million every year due to counterfeit wines and spirits.

**Source: thedrinksbusiness.com**

6. To check the inflow of fake liquor in the city, Delhi excise department had started a barcode system on liquor bottles in 2013. Legal bottles of liquor have a unique identification number that can be read only with a 2D barcode reader.

**Source: India Today**

7. Poor quality liquor is increasingly being packaged as premium brands, especially in Assam, Meghalaya and Tripura, to dupe customers.

**Source: Livemint**

# 8

## WAYS TO IDENTIFY COUNTERFEIT WHISKY

According to media reports, imported liquor has witnessed a rise in consumption annually. This has led to counterfeiting of liquor on a large scale across the country. Liquor counterfeiters are easily selling adulterated bottles of liquor at different locations in the country. They have also resorted to fill empty bottles of expensive wines and whisky with IMFL (Indian Manufactured Foreign Liquor).

Among the many counterfeite alcoholic beverage fake whisky is troublesome for whisky aficionados and manufacturers. It dupes the consumer since its overpriced, ruins their health and damages the brand image of the liquor manufacturers. However, there are certain ways through which you can identify the genuineness of whisky. Let's discuss some of them.

Always try to do a strip search



Forgers usually try to place a tax strip from an old wine bottle to cover up a refill. Always try to feel around the neck for sticky patches which could indicate the presence of an original strip which has been removed.

Fill level could be a big giveaway



The condition of the whisky can be ascertained by the fill level. Some whisky bottles are just filled to the shoulder. It is also a fact that the air space in the bottle can increase with time. Always be suspicious of old whisky bottles with high fill levels.

Look for sediments in the bottle



Old vintage whisky will always have a layer of the sediment at the bottom, particularly those matured in casks. If there is an absence of sediment, then it could be a sign of a counterfeit.

Crosscheck attributes of the cap and neck



Try to match the colour, material, ridges and material of the cap with original website. Also check that the seal or base ring of the cap has been broken or not?

Beading check



You can check the whisky by shaking the bottle which will form a ring of bubbles know as beading. The bubble ring or beading formed in the whisky bottle with 30-40 % of alcohol will disappear immediately after few seconds whereas a bottle with alcohol content of 50% will form a beading which would persist even after 20-30 seconds. This can be further cross checked with the label for any discrepancies.

Look closely at the labels



Older labels can be easily removed and glued to another bottle. Feel with your fingers along the edges of the label for recently applied adhesives. Labels can be easily removed and applied on a new bottle. Try to feel the edges of the label for the presence of any trail of adhesives. Irregularities in the pasting of labels is one big sign of a counterfeit whisky bottle.



Source: www.whiskyadvocate.com

Check the label with a magnifying glass



A home printed label or packaging will show pixilation when viewed from a magnifying glass. This is an obvious red flag for the product to be a fake.

Go through the minute content information



Yes, wrong spellings could be a big sign of fake or counterfeits. Grammatical mistakes, misplaced words or even a faulty punctuation are red signs. Obviously, counterfeiters are not language experts.

# Did You Know?

1  
2  
3



Source: tilleke.com

The Tilleke & Gibbins museum of counterfeit goods in Thailand has a collection of more than 4,000 fake goods



Source: statista.com

Nearly one in five mobile phones shipped internationally are fake



Source: WHO

One in 10 drugs sold in developing countries are fake or substandard

## SCREEN IT YOURSELF!

### Black pepper

Black pepper is considered as the king of spices. Pepper has a medicinal value and is mostly used as an antacid. Due to its high demand it is being counterfeited on a huge scale. However, there are some easy home tests through which you can check the genuineness of black pepper.



### Water Test



Take two spoons full of black pepper with a bowl full of water, now put these black pepper seeds into water, black pepper seeds usually sink down to the bottom but if you get some seeds floating on top surface of water

then papaya seeds can be suspected to be mixed with black pepper.

### Taste Test

Take one suspected seed and bite it with your front teeth, if you feel spicy then it is black pepper if you get some ugly taste then surely, it's papaya seed.



### Eggs

The news of fake foods making their way into the market has alarmed everyone in the country. Recently, 'artificial eggs' made out of plastic have been found selling in the markets. Here are some simple ways through which you can check the genuineness of eggs at your home.

The egg white and yolk of fake egg quickly mixes together after cracking unlike the real ones.

Fake eggs have slightly shinier, harder and rougher shells than the real ones.

Fake eggs also have a rubbery lining inside the shells.

You will hear sloshing sounds when you shake a fake eggs.

Real eggs smell like raw meat while the fake ones doesn't smell at all.

## Security Labels: An effective packaging solution against duplication

Security labels are the first communicators of a company, its brand image and the product's usage and function. Hence, it is important that a security label should be very effective and powerful.

Holostik India Limited is one of the largest manufacturers of security labels in India. The anti-counterfeiting company not just make different types of security labels but creates an

identity that will effectively reflect your brand to your customers and protect it from tampering and counterfeiting.

Security labels are one of the most difficult things for the counterfeiters to duplicate. With the combination of holographic strip onto any paper label, Holostik not just makes it much more secure for its clients but also makes it impossible to copy or replicate by adding an extra layer of security.

Nutritional Information/Approx. Value Per 100 gm	
Energy (Kcal)	900 Kcal
Protein (g)	0
Carbohydrates (g)	0
Fat (g)	99.90
Saturated Fatty Acids	6.74gm
Monounsaturated Fatty Acids	63.97gm
Polyunsaturated Fatty Acids	29.29gm
Trans Fatty Acids	0 gm
Cholesterol (g)	0

Contains:  
 1. Total Trans Fat content not more than 0.1% by weight  
 2. Total Saturated Fat content not more than 0.7% by weight

**BEST BEFORE 6 MONTHS FROM PACKAGING**  
 WHEN STORE IN A DRY PLACE AWAY FROM HEAT & LIGHT

Batch No.  
 Mfg. Date  
 Expiry Date  
 Max. Retail Price (Inclusive of all taxes)

Batch / T.F. No.  
 Date of Packing  
 Max. Retail Price (Inclusive of All taxes)  
 DO NOT ACCEPT IF THE SEAL IS TAMPERED

Marketed by:  
**HOLOSTIK**  
 India Limited  
 C-117, Sector-2, Noida-201301 (U.P.)

Net Content : 250 ml.

Marketed by:  
 Holostik India Limited  
 C-117, Sector-2, Noida-201301 (U.P.)

### SECURITY FEATURES

- Security labels – holographic strip or full transferred holography
- Inks – thermo-chromic, conductive, Ph reactive & colour changing

### FORMS

- Printing
- Holography & printing

### DIFFERENT KINDS OF LABELS

- FMCG Labels
- Pharmaceutical labels
- Label on label
- Automotive Labels
- High-security labels
- In-mould labels
- Lubricant labels
- Tyvek Label
- Beer Labels
- Tags
- Apparel Tags
- Scratch Label
- Educational Certificates
- Holographic Scratch

### NUMBERING

- UV
- Thermal/laser/ink-jet
- 2D/QR barcodes

### PRINTING

- Holostik provides up to 9 colour printing

### VARIANTS

- Paper
- Breakable Vinyl
- Transparent
- Adhesive Side Printing
- Tyvek (Non-Tearable)
- Scratch Labels
- Fiber Paper Labels
- In-mould Labels



# BLOG KS

## Indian markets of counterfeit goods -destroying businesses and brands

### Delhi

#### Ghaffar market

Delhi accounts for the sale of 75% of counterfeit goods in India. Although there are many big and small hubs for duplicate products in the capital, Ghaffar Market catches the attention of every counterfeiter. You can find here cheap copies of brands like Gucci, Tiffany, Burberry quite easily. Apart from clothes the place also caters fake electronics, cosmetics and other items.

Source: 1. India Today

### Bangalore

#### Brigade Road

The IT city of Bangalore has range of counterfeit items at the Brigade Road market in Bangalore. You can find here cheap copies of original products which are usually kept hidden due to the fear of government raids.

### Mumbai

#### Linking Road and Heera Panna market

The tinsel town equally suffers from the menace of counterfeiting. Mumbai has different markets with all kinds of counterfeit products. Linking road is one of the most prominent location popular for cheap replicas of renowned luxury brands like Michael Kors, LV etc.

Another prominent location for counterfeit items is the Heera Panna market in Haji Ali, Mumbai. The place is a hub of first copy luxury watches. Besides watches you can also find electronics, perfumes and shoes at this place.

### Kolkata

#### Vardaan market and New market

The business hub of the East and once the seat of British monarchy, Kolkata has sprawling markets which offer all kinds of items for young and old. Due to their craze for shopping the middle class Kolkatans have resorted to buying counterfeit items. This has given way to the establishment of a growing counterfeit industry which runs from different hubs in the city. Vardaan market is one such place where you can get copy of different products. Another popular destination for fake products is the New market where you can find replicas of luxurious products.

One of the biggest reasons for the sale of counterfeit goods are their low prices compared to the original items. Whether it's a designer bag or a diamond studded watch one can easily buy their cheap replicas. Experts have revealed that the replicas of luxury goods are sold at 1/4th of the original price. Such counterfeit goods are sold at different markets situated in different cities of India and are quite a rage among shopping lovers. However, these markets are quite detrimental to the original brands and their outlets. Let's know about six market locations popular for the sale of counterfeit goods.

**We suggest you to boycott buying or selling products at these counterfeit markets or other such locations. Counterfeiting is not just harmful for you but is equally detrimental for the economic progress of the country. Help us in our battle against counterfeiting.**

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The Seal of Genuineness

06

**Holostik successfully showcases its products at Labelexpo India 2018**



Holostik, one of the pioneers and undisputed leaders of anti-counterfeiting and packaging solutions in India displayed its wide range of products at Labelexpo India 2018. The grand event took place between 22<sup>nd</sup> November and 25<sup>th</sup> November 2018 at India Expo Centre & Mart in Greater Noida.

Holostik's stall attracted visitors from many industries who were keen to know about different kinds of labels, packaging and anti-counterfeiting solutions. Holostik also showcased its star product at the event which is a specialized UV-embossed film available in metallized and transparent forms.

**Holostik exhibits its anti-counterfeiting solutions at indiapack pacprocess, Mumbai**



Holostik displayed its wide range of anti-duplication solutions at the indiapack pacprocess 2018.

2018 at BCEC, Goregaon East, Mumbai. The three-day event witnessed a large number of participants along with record number of visitors.

Considered as one of the most awaited events of the processing & packaging industry, the indiapack pacprocess took place between 24<sup>th</sup> to 26<sup>th</sup> October

Holostik's stall attracted visitors from different industries who were keen to know about different kinds of authentication and packaging solutions.

**Holostik showcases its anti-duplication solutions at Eurasia Packaging 2018**



Holostik displayed its wide range of anti-duplication solutions at Eurasia Packaging 2018 Istanbul. Holostik is currently serving its cutting-edge authentication and packaging solutions in more than 75 countries and has left its mark of excellence at the global front. Eurasia packaging took place from

31<sup>st</sup> October to 3<sup>rd</sup> November 2018 at Tuyap Fair, Convention and Congress Center Istanbul Turkey. The 24<sup>th</sup> Eurasia Packaging Fair was one of the biggest annual exhibitions of Eurasia for the solutions and investments of food and non-food industries and attracted over 60,000 professional visitors to meet with leading exhibitors.

**Holostik showcases its anti-duplication products at Eastern Print Pack- Kolkata**



Holostik, one of the pioneers of hologram manufacturing and anti-counterfeiting solutions in India displayed its wide range of packaging and anti-duplication solutions at the 5th Eastern Print Pack 2018. Considered as one stop solution for printing industry in Eastern India, the exhibition took place from 30<sup>th</sup>

November to 3<sup>rd</sup> December 2018 at Science City in Kolkata. Holostik displayed its latest packaging and anti-duplication solutions at the event. The company also displayed its highly innovative UV embossed film which is available in metallized and transparent forms.

**CONNECT WITH US**



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**UPCOMING EVENTS**



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