



The Seal of
Genuineness



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YOUR AUTHENTICATION SOLUTIONS PARTNER

The HoloStik Times

Creating A More Secure World Digitally

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Holostik's newsletter received a lot of praise from everyone who read it. A big thanks to everyone for inundating us with your precious appreciations.

Through this newsletter, I would like to share a good news with all our avid readers. The International Holograms Manufacturers Association (IHMA) Excellence in Holography Awards 2017 was held recently in Barcelona, Spain and witnessed leading holography companies who gathered to recognise excellence and cutting-edge technology in holography. Holostik was commended for the best-applied decorative/packaging product for its Magnum hologram.

As the industry completes 70 years of the invention of holograms, this year's Excellence in Holography Awards attracted a record number of entries. The awards organised by IHMA, considered more than 50 entries for the awards.

Awards and recognitions like these always motivates us to perform better than ever!

As we are entering a fresh new year, I'd like to request everyone to stand against counterfeiting in 2018 and the years to follow. We, at Holostik, believe in 'creating a no compromise world', a world where we live peacefully without compromising our ethics, our society, the world and our environment at large. Counterfeiting compromises with all of these.

Hope you'll support us in creating a world where 'compromise' is just another word in the lexicon.

Wishing you all a splendid, prosperous and an anti-counterfeiting year!

Umendra Kumar Gupta

Chairman and Managing Director

Holostik Group

Counterfeiting in the pharmaceutical industry



The side-effects and negative consequences of consuming counterfeited drugs are endless and just can't be ignored because they come with a very high price which is the consumer's life. There is a dire need to stop medicine counterfeiting at all costs. It is not just the government who can act against the counterfeiters but we as users should take every precautionary method to not use them.

According to the definition given by World Health Organisation, a counterfeit medicine is one which is deliberately and fraudulently mislabeled with respect to identity and / or source. Counterfeiting can be applied to both branded and generic products and counterfeit medicines may include products:



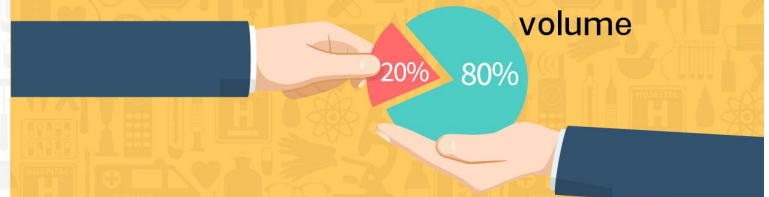
Pharmaceutical Industry

Indian Pharmaceutical industry is expected to grow by

15% by 2020



India supplies **20%** of global generic medicines in terms of volume



Around **100,000** people die every year due to counterfeit medicines



1 out of every **5** medicines is a fake



Source : World Customs Organization 2014 report and Business Monitor International, FICCI Indian Pharma Summit 2014-15, Tech Sci Research

Security Labelling in Pharmaceutical Sector – The Way Forward



In the current scenario, it is a big challenge for pharmaceutical manufacturers to choose the right labels for their products.

It might seem simple but is rather a comprehensive task requiring a perpetual balancing to create brand identity, meet a growing demand for products, and keep them secured against all kind of spurious activities.

As the pharmaceutical packaging industry continues to be dominated by technology, security labels play an important and inevitable role in operational efficiency and security.

Counterfeiting continues to plague many big industries, pharmaceutical being one of them. Pilferage of packages and its tampering and theft has created a lot of havoc in the minds of both manufacturers and end-consumers.

Nothing is costlier than a life and fake pharmaceutical products can be life-threatening. The end-users want to be certain about the legitimacy of the medicines and drugs they are consuming.

A lot of manufacturers globally have switched to a wide range of overt, covert and forensic security labels to remain steps ahead of counterfeiters, and safeguard their products.

Some of the key technologies used on pharmaceutical products by the manufacturers to combat counterfeiting are:



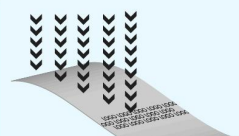
Use of void films that leave irreversible "VOID" messages on a package when a label was tried to detach and attach.



The use of special inks, taggants, and other special additives in label materials that can be detected only with special readers.



The use of tamper-evident holograms with two - or three - dimensional holographic diffraction patterns. Customised holograms with different levels of security can be made depending upon the requirements of the product that provides an added level of security.



Customized fibers, watermarks or threads may be included in the label material.



Unique barcodes and QR codes are assigned to each number and the customer can directly verify the authenticity of the product by scanning it with a help of a scanner easily available on mobile apps.

These technologies have added levels of security and assurance to the legitimate products. However, the best method is not just adopting a single technology but combining solutions to develop customized security and authentication.

At Holostik, we make customer-specific security labels loaded with visible and hidden security features to maximise security against tampering and counterfeiting. We provide a large range of pharmaceutical labels that are suitable for all types of pharmaceutical applications.

Our security labels can be applied to almost all pharmaceutical products like bottles, covers of medicines, tonics, health solutions etc and on any substrate. These labels give a unique identity to the genuine products and ensure the supreme security of the same.

Depending on the level of security desired, security and anti-counterfeit labeling may occur at the carton or bottle level.

It all starts with choosing the right strategy and determining next steps. Communication with customers is a key to ensure that they understand the steps were taken to protect brands, their shipments and the well-being of the end user.

The future of pharmaceutical labels depends on the pharmaceutical manufacturers who must differentiate their products and safeguard their brands in an ever-evolving industry. The challenge for today's pharmaceutical label developers is creating products that meet the technical requirements of pharmaceutical companies, as well as assure the consumers that the product is safe to use.

New label solutions are helping companies solve these challenges. From simple security products with incorporated functionality to anti-tamper and brand protection features, today's innovative labeling options are helping companies deliver consumer packaging that is not only attractive and effective but also more safe, secure and compliant for end users and brands.

The largest commercial database company, **dun & bradstreet** has declared



HOLOSTIK®

as one of the

TOP 100 SMEs

of India 2017

DID YOU KNOW?

01

The amount of counterfeit goods traded annually is greater than the GDP of 150 of the world's countries

02

The losses from counterfeit pharmaceuticals is 10 times greater than counterfeit clothes & shoes

03

3 out of every 4 counterfeit products are made in China

04

Fake products account for upto 10% of the entire world trade



SCREEN IT YOURSELF!

Coffee powder

Coffee powder is commonly contaminated with chicory powder and tamarind seeds. Consuming such coffee can cause giddiness, joint pains, diarrhoea, and several other stomach disorders.



Test

Take a glass of water and sprinkle a small amount of coffee powder on the surface. If the product is coffee, it will remain afloat whereas if chicory is present, it will sink to the bottom leaving behind a coloured trail.



Sugar

Sugar is usually adulterated with chalk powder. It can cause serious stomach disorders.



Test

Add sugar to a glass of water. If the sugar is unadulterated, it will sink at the bottom and but if it has chalk powder in it, the adulterants will float at the surface of the water.



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04

Shrink Sleeves – An Ideal Choice for Product Packaging

Shrink sleeves have become the leading packaging application and are being used majorly in many industries like beverages, food, dairy, paint, cosmetics, detergents etc. Holostik's custom printed shrink sleeves are known for their aesthetic appeal and functional adjustability.

On applying heat, these sleeves reduce in size and conform tightly to the shape of the container or product, creating a sleek label and product package. Having brilliant artwork and designs on them, these sleeves are perfect for marketing and brand promotion.

5 major reasons that make shrink sleeves an ideal choice for packaging.

1. They provide 360 Degree Branding

Shrink sleeves wrap around the entire container which provides a 360-degree visibility to your brand name. This type of 360-degree branding is helpful for marketing exposure. No matter whichever way your product is displayed or used, the branding will always be very strong.

2. Works on all types of containers

The best property of shrink sleeves is that on applying heat, they conform tightly to the shape of the container. Sometimes, the bottles come in such odd shapes, that labelling becomes extremely difficult.

Shrink sleeves are the perfect solution to all such limitations. They adhere to the irregular shapes and gives an even look.

3. A tamper-evident seal or a holographic strip can add security

The contents of the bottle, containers getting pilfered has become a common practice. Many famous brands products were getting



pilfered during the transit.

A tamper-evident seal or a holographic strip adds utmost security to the bottles. Any attempt to open the bottle and re-seal is completely evident. The customer can see the tampered seal and refuse to purchase the product.

4. Eco-friendly containers

Shrink sleeve labels are a great eco-friendly alternative. The use of shrink sleeves keeps you away from worrying about adhesives and other non-eco-friendly labelling concerns

5. Abrasion Resistant

Shrink sleeves are capable of any kind of wear and tear. The products with shrink sleeves also look good for a longer period. These are resistant to scratching, tears, and other damages.

Five major reasons that makes shrink sleeves an ideal choice for packaging are:



They provide 360 Degree Branding



Works on all types of containers



A tamper-evident seal or a holographic strip can add security



Eco-friendly Labels



Abrasion Resistant

Events & Expos

FICCI MASCRADE
-NEW DELHI



12TH-13TH OCT, 2017

PACK PRINT PLAS
-PHILIPPINES



12TH-14TH OCT, 2017

INDIAPACK PACPROCESS
-NEW DELHI



27TH-28TH OCT, 2017

RICE TECH EXPO BURDWAN
-WEST BENGAL



17TH-19TH NOV, 2017

NATIONAL PUBLIC
PROCUREMENT CONCLAVE
-NEW DELHI



11TH-12TH DEC, 2017

05



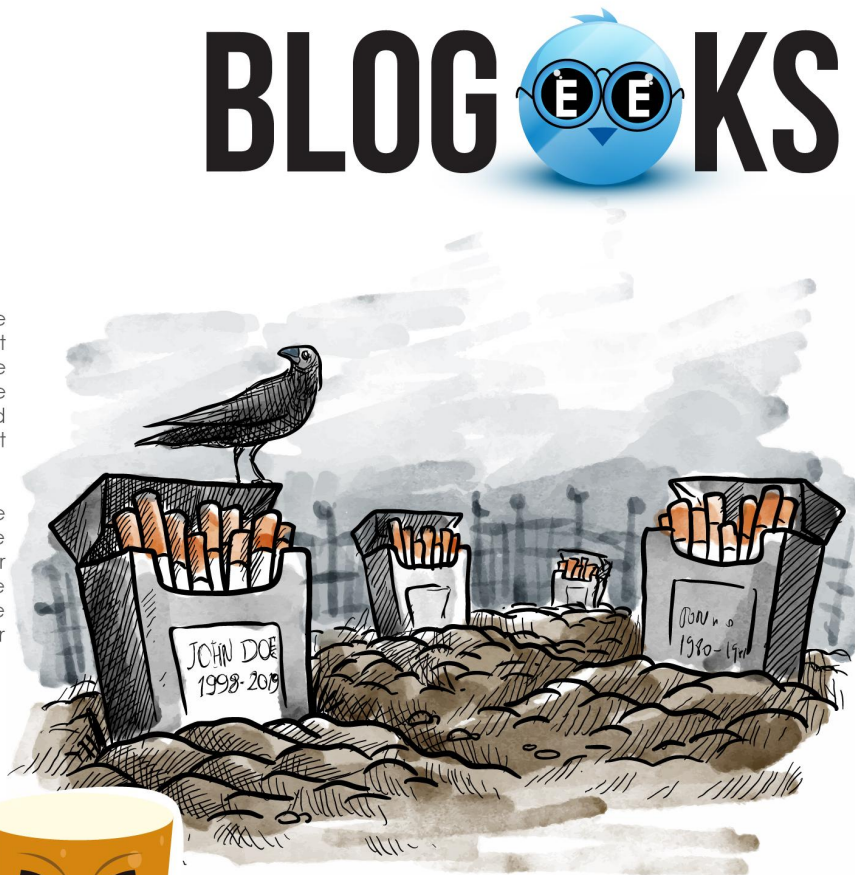
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Counterfeit Cigarettes Are More Injurious to Health

The business of counterfeit or fake cigarettes is huge; not only in India but worldwide. In some regions, there are more fakes than originals. The fake cigarette business operates underground and therefore, it is very difficult to predict the magnitude of the problem.

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 business 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 contained in 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.



01 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 liquor or grocery store or online. If there is a significant difference and too good to believe, think again!

02 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.

03 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.

04 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!

₹5000 Crores Spent by RBI to Print New ₹500 Notes



P. Radhakrishnan, The Minister of State for Finance, replied to Lok Sabha, saying that around 1,695.7 crore bits of ₹500 section notes was printed till December 8. The aggregate estimation of these new notes was ₹4,968.84 crores.

The minister additionally educated that 365.4 crore bits of ₹2,000 notes were printed by RBI which costed about ₹1,293.6 crores till December 08, 2017. P Radhakrishnan likewise told about the recently presented ₹50 and ₹200 banknotes.

He said that around 178 crore pieces of ₹200 notes have been printed making an aggregate of up to ₹522.83 crore. In like manner, ₹522.83 crore has been spent on the printing of 178 crore pieces of ₹200 notes.

The RBI, on August 25, issued another cash of ₹200 division banknotes in the Mahatma Gandhi (New) Series.

This came in directly after when the national bank redid the current ₹50 notes in a new variation. Presentation of this new cash and configuration has been gotten considering different components like the simplicity of exchange for the normal man, substitution of dirtied banknotes, expansion and the requirement for battling duplicity.

A Worldwide Loss of Around 5Mn jobs Due to Counterfeiting, Piracy



According to a recently published report by Organisation for Economic Co-operation and Development (OECD) and European Union Intellectual Property Office (EUIPO), the total employment losses globally due to piracy and counterfeiting is expected to rise to 4.2 to 5.4 million jobs in 2022 which stood at 2 to 2.6 million jobs in 2013 witnessing a staggering increase of 110%.

Besides, the total economic and social costs are expected to rise to \$1.54 to \$1.87 trillion by 2022 which was \$737 to \$898 billion in 2013 due to counterfeiting. The ever-increasing growth of illicit trade can be attributed to many factors like higher taxation rates, lack of awareness, availability of cheaper alternative, lack of enforcement mechanisms.

These are the key factors that encourage the consumers to go for counterfeited or pirated good without realising the negative consequences.

India, Russia Signs an Agreement to Tackle Terrorism and Counterfeiting



India and Russia decided to assist each other in combating terrorism as they signed a key agreement, asserting that there are no good or bad terrorists and the menace should be fought jointly.

The agreement will be helpful in tackling all forms of terrorism. After having a long talk, it was signed by Home Minister Rajnath Singh and Russia's Interior Minister Vladimir Kolokoltsev.

According to a statement issued by the Indian embassy, the ministers highlighted that cooperation in security is important to further strengthen cooperation to combat terrorism, radicalism and extremism. They further said that there are no good or bad terrorists and terrorism must be fought.

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Holostik India Limited
C-117, Sector-2,
Noida-201301, U.P., India.
☎ +91-120-4192700
☎ +91-120-4192731
✉ marcom@holostik.com

UPCOMING EVENTS

01

MOOKAMBIKA
Rice & Pulses
TECH EXPO - 2018

02nd - 04th Feb '18 | Hyderabad

02

The
AUTHENTICATION
Forum

15th - 16th Mar '18 | New Delhi

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