



The Seal of Genuineness

The Holostik Times

04 ISSUE
volume 01

Creating A More Secure World Digitally

IN THIS NEW ISSUE

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TRACK & TRACE SOLUTIONS

INFOGRAPHIC -
PHYGITAL SECURITY

ADVICE -
MISCONCEPTIONS REGARDING
ANTI-COUNTERFEITING SOLUTIONS

INCREASE YOUR ROI WITH HOLOSTIK TRACK & TRACE SOLUTIONS

IN FOCUS



Ankit Gupta
Director Holostik

"Holostik is one of the frontrunners in providing customized track and trace solutions to different businesses. Our supply chain experts deeply understand your pain points and identify gaps in your supply chain before providing you the right track and trace solution. As counterfeiting and supply chain disruptions are at an all time high it is imperative for brand owners to increase their supply chain visibility through the right track & trace system."

Various business organizations in these unprecedented times are constantly focusing on identifying ways to improve their supply chain management system. They employ all possible means in this direction. Track and trace solutions are among them because every business nowadays requires real-time tracking of their goods and shipments for better supply chain management.

This is the reason why we at Holostik provide our clients with end-to-end and comprehensive GS1 track and trace solutions for expanding the efficiency of their supply chain management.

Why choose our extensive track and trace solutions?



Regardless of where your business stands, the global marketplace has been pretty turbulent lately. That is not all; the standard methods in a supply chain have grown much more challenging globally. Still, there is an extensive assortment of regulations that an organization must comply with when operating on the global level.

"Holostik digital QR code-based track and trace can be combined with hologram & label technology".

At Holostik, we understand all these concerns, and hence we have built excellent track and trace solutions that are perfect for catering to the supply chain management needs of all business sectors. By using our end-to-end-track and trace solutions, you can easily reduce product duplication and generate a higher return on your investments with a competitive edge in the market.



Mentioned below are a few more reasons why you must go for our track & trace solutions for your supply chain management.

* With results derived from specific use cases and may vary accordingly.



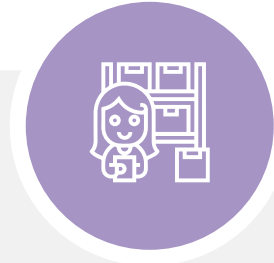
Reduces the chances of duplication of your products by up to **90%***.

By choosing our track and trace solutions, you can easily track your products throughout the supply chain and **identify and fix problems early to reduce chances of duplication, tampering, and adulteration.** This helps you save valuable time and money for other operations.



Increases your supply chain efficiency drastically.

With our comprehensive track and trace solutions in place, you can **increase your functional and operational efficiency by an automatic and immediate update in your books of accounts, leading to zero human errors and delayed supplies and vendor payments.**



Improves your Inventory management.

We have developed extensive and far-reaching track and trace solutions that allow you to manage your inventory in a better way. Our track and trace solutions can further **enhance on-time delivery by regulating all activities across your supply chain and point towards more efficient demand planning.**



Reduces your operation time considerably.

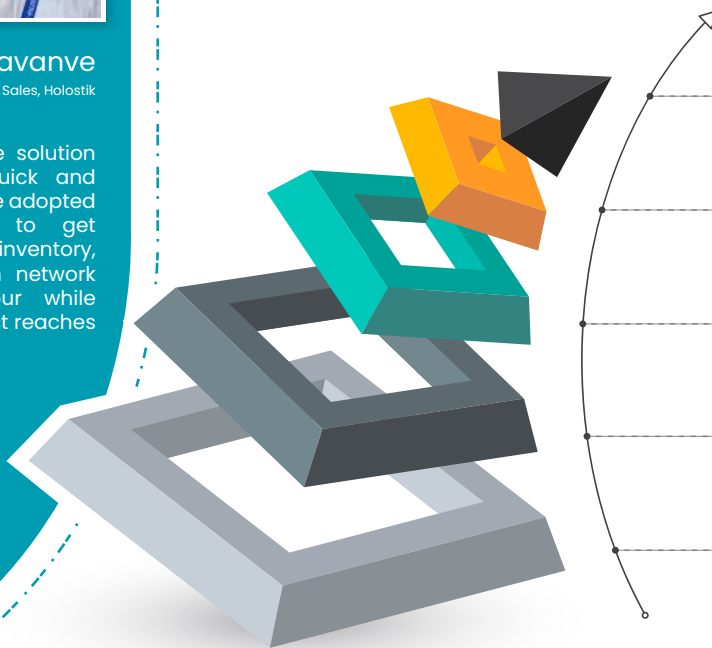
By choosing our automated track and trace solutions, you can **reduce your operations time greatly.** You can foster better interaction and collaboration between suppliers, partners, and distributors.



Manoj Sonavane
Head Digital Solutions Sales, Holostik

“Holostik Track and Trace solution provides an efficient, quick and affordable way that can be adopted by any manufacturer to get actionable insights into inventory, supply chain, distribution network and consumer behaviour while ensuring authentic product reaches its end consumer.”

KEY HIGHLIGHTS OF
HOLOSTIK TRACK & TRACE SYSTEM



Get loyalty management, real time tracking, & data analytics.

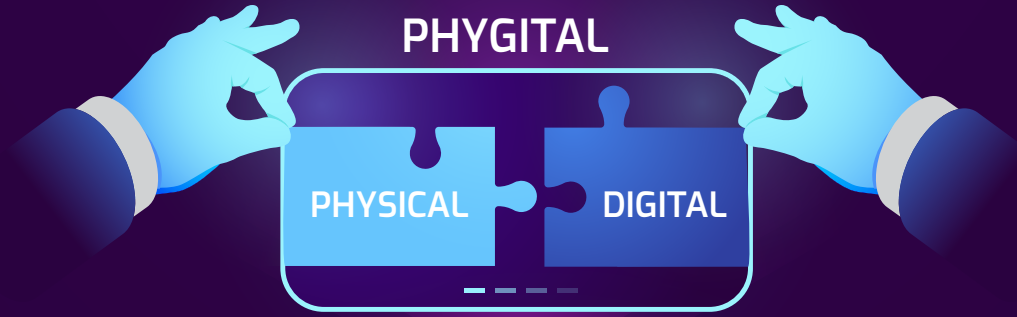
Integration with customer's existing ERP, CRM, and BI tools.

Flawless service & bug-free application.

99.9% cloud uptime.

Technological compliance with GS1 standards.

Phygital (Physical + Digital) Solutions from Holostik



Holostik manufactures & integrates physical security with digital solutions to provide multi-layered protection to products and implement different supply chain solutions.

KEY BENEFITS FOR BRAND OWNERS

- Enhanced product security with holography, physical security & QR codes.
- Reduces product duplication by up to 90*%.
- Real time product authentication, tracking, and tracing through the supply chain.
- Get real time data insights, manage warehouse, and other supply chain operations.
- Get all physical & digital solutions under one roof.

Boost product sales by up to 41*%.

* With results derived from specific use cases and may vary accordingly.

SOME OF OUR PHYGITAL OFFERINGS

- Labels with QR codes
- Folding cartons with QR codes
- Security holograms with QR codes
- Holographic wads with QR codes

And many others...

CLASSICAL MISTAKES WHICH BRANDS MAKE REGARDING ANTI-COUNTERFEITING SOLUTIONS

1
MISTAKE

Having the misconception that their products cannot be counterfeited.

Many brand owners have the misconception that their products are safe from counterfeiters. However, they are not aware of the **loopholes in their packaging & supply chain which can be easily exploited & breached by forgers or criminals.**

2
MISTAKE

Considering anti-counterfeiting solutions as an expense and not an investment.

A secure packaging is the backbone of product sales and should never be considered an expense. **Infact it is an investment which reaps high profits by making products safe and visibly attractive.**

3
MISTAKE

Not upgrading the anti-counterfeiting solutions to counter technologies possessed by the counterfeiters.

Nowadays, forgers are able to replicate the most sophisticated product and its packaging. In

such a scenario it is imperative to **use novel and multi-layered security technologies to ensure safety of one's product in the market.**

4
MISTAKE

Having the false notion that only

luxurious items are counterfeited.

Counterfeiting is not just limited to high value products. Infact, a product as small as a needle can be counterfeited if it has a decent consumer base. **According to ASPA counterfeiting has reached to a mammoth amount of Rs 1 lakh crore and has hit almost every industry.**

5
MISTAKE

Assuming anti-counterfeit products are only useful for brand protection.

Anti-counterfeiting products not just protect the brand from duplication, tampering and adulteration but **are also used for real time product authentication, track & trace, warranty management, loyalty management and many other supply chain functions.**



Do provide your feedbacks and suggestions on our new version of newsletter. Mail us at connect@holostik.com.

To know about our solutions call us on **+91-9905-124-124.**

