



The Seal of  
Genuineness

# Creating A More Secure World Digitally TheHolostikTimes

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IN FOCUS

## The growing concern of fake automotive parts & how brands can fight it to secure their businesses

The growing market of fake automotive parts has **hampered the growth of the Indian automotive industry** with serious repercussions for the government and end consumers.



**Ankit Gupta**  
Director  
Holostik India Limited

### IMPACT OF COUNTERFEITING IN THE AUTOMOTIVE INDUSTRY



#### -Risks the safety and lives of end-consumers

As per ACMA (The Automotive Component Manufacturers Association) around **20% of road accidents** are attributed to fake automotive components. **Auto vehicles malfunction due to fake auto parts leading to sudden mishaps, injuries and even death.**



#### -Monetary losses to business

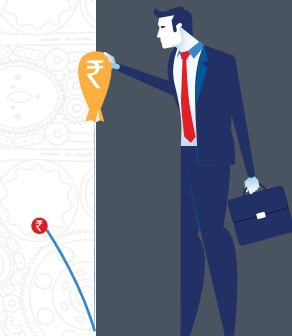
The fake automotive parts industry is to the tune of **Rs 22,000 crore** (Source: ASPA). This shocking figure reveals the damage it has done to genuine manufacturers. It impacts the sales growth & brand image of automotive companies badly.



#### -Brings down consumer's trust

Companies spend millions on branding and advertising to lure customers. But, just a few bad experiences with fake copies of your products can force them to **shift their loyalty to your competitors.**

"Counterfeit auto parts industry is spread all over the country with well-networked agents and distribution channels in metros and small towns. As an anti-counterfeit solution provider, we believe that **use of physical packaging and barcode-based solutions** together will prevent this burgeoning issue. Our solutions enable manufacturers to **implement rewards schemes** for retailers and mechanics to win their loyalties and prevent them from buying counterfeits."



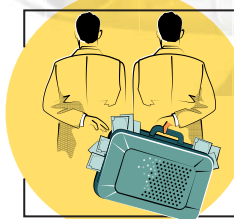
## MAIN REASONS FOR COUNTERFEITING IN THE AUTOMOTIVE SECTOR



**Manish Tripathi**

Head  
Marketing & Communications

"By using Holostik's anti-counterfeit packaging integrated with barcode solutions, automotive companies can **safeguard their products from counterfeiters, amplify supply chain visibility and launch customer-oriented schemes.** We have offered our solutions to some of the most prominent names in the automotive sector and have helped them grow their market manifold"



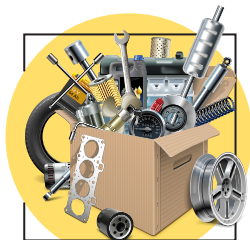
### **Higher margins earned by retailers and mechanics for the sale of counterfeits**

While counterfeiters mint money by selling large stocks of cheap copies at low prices, **retailers are lured by the high margins on such items.** The same applies to mechanics and street-side shops that are thriving grounds for such counterfeit items.



### **Gaps & faults in product packaging & supply chain**

Poorly packaged products are like sitting ducks for counterfeiters. Such products can be **easily copied, tampered with, or adulterated.** Likewise, poor visibility in supply chain leads to product diversion, product recalls, and material wastage.



### **Easy availability of technology to copy products**

The easy availability of manufacturing technology has enabled counterfeiters to **manufacture automotive parts that appear nearly identical to authentic components** even if they lack the performance, design, and operating characteristics of original parts.

## HOW TO SECURE YOUR AUTOMOTIVE PRODUCTS & SUPPLY CHAIN

**Raising consumer awareness about fake automotive products in the market**

Brands must **educate their consumers** to differentiate between original and fake products.

**Use of multi-layered physical & digital technology to secure products & supply chain**

The best way to deter counterfeiters is to **use multi-layered anti-counterfeit technology.** It is a combination of visible, invisible, digital, and forensic features embedded together in a single packaging solution.

**Strict measures by authorities to curb the manufacture & sale of fake products**

It is high time that government agencies focus on **checking the manufacturing hotspots** and sales of counterfeit goods in markets.



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# TOP 5 BENEFITS OF OUR SMART ANTI-COUNTERFEIT PACKAGING SOLUTIONS FOR AUTOMOTIVE INDUSTRY

Ensure implementation of **loyalty & warranty management** with efficiency till the dealer and end consumer level

Seamless **tracking & tracing** of **OEM products** in supply chain prevents tampering & thefts

Gives end users the **power to authenticate** the genuineness of your product

**Prevent duplication** of your auto components in the aftermarkets

Provide you the **valuable data** for marketing analytics and business planning



**21%\***  
increase in sales

Increase in ROI  
by up to  
**370%\***

Drop down in  
duplication by up to  
**90%\***

Disclaimer: The figures are based on specific use cases and may vary as per implementation.

## Holostik's Smart Packaging Solutions for Automotive Industry

### ANTI-COUNTERFEITING

- ◀ High Security Holograms/ OVDs
- ◀ OVDs with Registered Multi-color Printing
- ◀ Holographic Hot Stamping Foils
- ◀ Digital Product Authentication
- ◀ Holographic LD Strip
- ◀ Holographic Strip
- ◀ Holographic Scratch



### LABELS

- ◀ High Security Smart Labels
- ◀ High Security Product Labels
- ◀ Hi-tech Interactive Labels
- ◀ Specialty 3D Labels
- ◀ Tyvek Labels
- ◀ Holographic Shrink Sleeves
- ◀ High Security Promotional/ Scheme Coupons



### PACKAGING

- ◀ Induction Sealing Holographic Wads
- ◀ UV Embossed 3D Lens Film
- ◀ UV Embossed Folding Cartons
- ◀ Holographic Packaging Films
- ◀ Holographic Security Pouches



### SUPPLY CHAIN VISIBILITY

- ◀ Track & Trace
- ◀ Inventory & FIFO based Warehouse Management
- ◀ Reward Management
- ◀ Warranty Management
- ◀ Customer/Consumer Engagement Program
- ◀ Marketing & Promotional Campaign



**Mr. Inder Sharma**  
Vice President  
Sales & Marketing

"We have received positive feedback from our customers in the automotive sector. With our solutions they have managed to **boost their product sales and brand image**. We are happy to know that brand owners can easily track their product units across supply chain with **increased transparency and business insight**. They have also been able to streamline their warehouse operations and production control."

# 7 STEPS TO CHOOSE THE BEST SECURITY LABELS SUPPLIER FOR YOUR PRODUCTS

**Selecting the right label supplier can be challenging & involves many points for consideration.** There could be high chances that you or your procurement manager might ignore some points which might risk your money. Overlooking important aspects regarding your label

supplier will result in low quality labels, poor sales, ruined brand image and regret. In this advice section, we discuss **7 points which you should consider before finalizing your label supplier/printer.**

**01**

## First things first. Always assess the background of the security label supplier

Turning a blind eye to the supplier's background is a big mistake. **Try to know about your supplier's clientele, reviews, and partners. Check the supplier's website** to know its product portfolio and infrastructure. If possible, take feedback from industry professionals, label experts, and colleagues.

## Check if your label supplier can cater various pre-press security features

Your label supplier should have the **capability to provide pre-press security & design elements.** This opens numerous graphic opportunities to meet your diverse label printing requirements. The incorporation of varying security features & design elements also transforms your label's visual appeal and security.

**02**
**03**

## Can your label printer combine multiple security features in a single label?

As supply chains get complex, counterfeiters are leaving no stone unturned to copy your products. Therefore, **your labels must include visible, invisible, and digital features.** Enquire if your label supplier can combine multiple features in a single label.

## Check if your supplier can integrate barcode-based supply chain solutions in product labels

Can your supplier provide labels printed with barcodes? Also, can it implement digital solutions like real-time product authentication, tracking, tracing in your supply chain? As governments worldwide have made regulations for product labelling in certain industries, it is mandatory to print barcodes and GTIN numbers on labels. Therefore, **check if your label supplier is a registered GS1 solutions provider.**

**04**
**05**

## Can your label printer provide screen printing, cold foil transfer, hot stamping foil and other value additions?

Your **label printer should be equipped with inbuilt infrastructure to provide and integrate multiple label effects** like screen printing for tactile effect, holographic strip transfer for security and other prominent features like security cuts.

## Check if the label printer has inspection machines for ensuring high label quality

**Inspection machines ensure that you get high-quality labels.** The machine detects missing labels, upside-down labels, skew labels, torn labels, partially detached labels, and other such issues. Automated inspection through machines ensure quality & helps to fulfil the orders on time.

**06**
**07**

## Enquire about the quality of label raw materials

Before making the final deal, you must ask the supplier about label raw materials like facstock, adhesive, liners, inks etc. This step will **prevent edge lifting, adhesive oozing, discolouring, and smudging in labels.**

Holostik is a leading player in providing high quality security labels to different industries. Our product labels are made with premium quality raw materials, incorporate best security features, and easily grab consumer attention.



Do provide your feedback and suggestions on this edition of newsletter.  
Mail us at [connect@holostik.com](mailto:connect@holostik.com).

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

