

October - December 2022

The Holostik Times

Holostik: Transforming Businesses Digitally

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INFOGRAPHIC

Dear Readers,

As the global economy recovers post pandemic, I am hopeful that businesses will bounce back with full swing. However, the challenge of counterfeiting is still impacting lives and company revenues. A report by FICCI suggests, "Counterfeiting has resulted to a **\$7 billion loss to the Indian Government in 2019-2020.**"

I believe constant upgrade in anti-counterfeiting technology is the key to an impeccable safety from duplication. This issue brings forth our **latest innovations in holography & security printing.**

The issue is centred around Holostik being a digital supply chain solution provider. The infographic and advice sections shed light on the same. I can proudly say that we are **among few players** that provide **integrated physical and digital security solutions under one roof.**

The events and industry update sections are meant to keep you informed on the market's latest trends and happening.

Do let us know your suggestions and feedback.

Happy Reading!

Ankit Gupta

Joint MD- Holostik Group





Inside view of Holostik's new packaging unit

Holostik Launched A New Packaging Unit In Greater Noida

Giving impetus to its production capabilities, Holostik launched a new packaging unit in Greater Noida with a new metallizer installed at the facility. The metallizer can be used for a variety of film types including those that are heat sensitive.



State-of-the-art metallizer

Need to strengthen existing laws to fight counterfeiting: M Venkaiah Naidu, Former Vice President of India

Addressing the 8th edition of FICCI-CASCADE 'MASCRADE 2022', Mr. Naidu asserted that sharing of ideas, experiences and sharing of views in formulating a more effective legislation with implementation is required to create awareness against counterfeiting.

ASPA rolls out five-year strategy at annual general meeting

The Authentication Solution Provider's Association (ASPA) rolled out a five-year strategy from 2022-2027, to become a global industry voice in the authentication and traceability solutions. The strategic plan was launched on 29 July at ASPA Annual General Meeting held in New Delhi.

QR codes to soon be printed on medicines to check for their authenticity

To prevent the use of counterfeit and substandard medicines, the government may soon launch a "track and trace" mechanism. Under this, the customers will be allowed to use QR codes to know if the pills they are using are authentic or not. (Source: Business Standard)

Holostik: Promising Turnkey Solutions To Authenticate Supply Chains And Secure Lives

Aerial photo of Holostik's production unit



Established in
1991



30+ years of
legacy



10,000+
customers



Across 90+
countries

According to the 6th Annual Anti-Counterfeiting and Brand Protection Summit 2022, **the authentication and brand protection market size globally is expected to reach USD 3.7 billion by 2026** from USD 2.5 billion in 2021, at a CAGR of 8.3 percent during the forecast period and as per industry insiders, the total size of anti-counterfeiting solutions business in India is about INR 20 billion growing at the rate of 15-20 percent year-on-year.

Leading at the forefront in this space is Noida-based Holostik, established in 1991. Holostik brought 'OVDs' (Optically Variable Devices or Security Holograms) to India and was the first 'OVDs' (Optically Variable Devices) manufacturing company to introduce it for Voter ID cards and Tax stamps security. Today, the company is the largest manufacturers of 'OVDs' (Optically Variable Devices) in the world by volume.



Shobhit Gupta

Joint Managing Director, Holostik Group

"Today, we are among the leading market players in the anti-counterfeiting industry globally. The word Holostik has become synonymous with security packaging in multiple industries."



Flagship Offerings And Solutions

Holostik flagship solutions

- Anti-Counterfeiting Solutions
- Labels
- Holographic Packaging
- Digital Supply Chain Solutions

Anti-counterfeiting Solutions

- Security Holograms (OVDs)
- Holographic Hot Stamping Foils
- Revenue Stamps
- Security Printing

Labeling Solutions

- Security Labels
- Smart Labels (Digitally Integrated Labels)
- Uv Embossed 3d Labels
- Holographic Shrink Sleeves

Packaging Solutions

- Holographic Packaging Films
- Holographic Security Pouches
- UV Embossed Folding Cartons
- UV Embossed Films
- Holographic Sealing Wads

Digital Supply Chain Solutions

- Product Authentication
- Track & Trace
- Inventory Management
- Reward Management
- Warranty Management Services
- Saas Based Authentication Solution

5 Must-Have Features Of A Warehouse Management System

Warehouse management solutions, popularly known as warehouse management systems (WMS), are nowadays helping E-Commerce businesses a lot. From inventory management to returns management, a good **WMS helps manufacturing businesses, maximize their resources, and utilize their warehouse space in the most efficient ways.**



5 Must-Have Features Of A WMS

Easy and simple interface



The features of warehouse management software should not be complicated. The interface should be easy and simple to understand and utilize. You should check the UI (User Interface) and associated tools to ensure ease of use.

1

Seamless integration with ERP platforms



Connecting WMS with Enterprise Resource Planning (ERP) streamlines the process. It brings more accurate and real-time data monitoring. The sales team and clients, both can stay aware of the status of an order on a unified platform.

2

Inventory Management



A warehouse management system must be efficient enough to track the inventory data through radio frequency identification (RFID) tags and barcode scanners. With an inventory management feature, the dashboard ensures that up-to-date stock information is available across the supply chain.

3

Order Management



Integration of WMS with carrier networks improves shipping operations. Moreover, automated integration helps in avoiding manual errors and saves a lot of time.

4

Labour Management



With this much-needed feature in WMS, businesses are able to keep track of employees and warehouse procedures. The labour-management feature helps in resource utilization with full efficiency.

5



Ritesh Rupramka
Director – Production & IT, Holostik

“With innovation being one of our pillars, Holostik’s R&D department is constantly involved in bringing out new technologies in the market.”

Overview Of Latest Innovations From Holostik

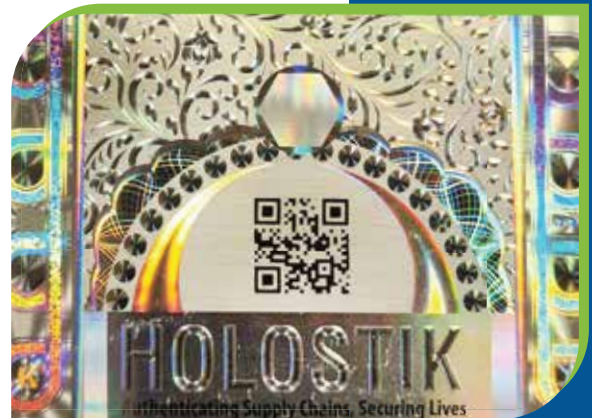
Holostik invests a minimum of 5 percent of its annual budget on research & development. With innovation as one of its pillars, Team Holostik is working on technologies with retailer and customer-centric value additions.

In this section we will showcase some of our latest innovations, that have set benchmarks in the Indian anti-counterfeit industry.

Let’s Understand Some Of Them...

Nano OVDs (Optically Variable Devices)

These are the most secure & technologically advanced OVDs or security holograms. The **master of these OVDs are shot at a resolution above 6 lakhs dpi.** It can include nano text (up to 5 microns), nano images, micro structure and much more.



Optashield

Based on custom holographic technology, Optashield displays two different colours at two different viewing angles. It is **among the most secure & convenient authentication device in the anti-counterfeit industry.**



3D Labels (Printed OVDs)

Embedded with superior aesthetic elements, designs and security features, **3D labels amplify a product's visibility on the shelf and adds premium appeal to the brand.**



Half Scratch QR Code

The half scratch layer over the QR code **prevents replication and tampering of the QR code.** It can be embedded in both OVDs(holograms) & labels.



Paper Label With Holographic Strip

These are secure and visually appealing paper labels with a holographic strip transferred over it. The **strip embedded with multiple security features guarantee the safety of the product from tampering and counterfeiting.**



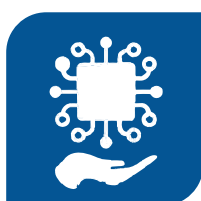
Holostik: Transforming Businesses Digitally

Holostik is setting new precedents in product security, inventory tracking, warehouse management and customer retention by digitally transforming supply chains.

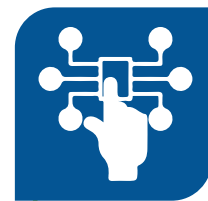
Let's understand how we leverage digital technology to its best, *through this infographic.*



Labels/ OVDs (Holograms) with QR codes enable better supply chain visibility resulting in **higher ROI.**



Fulfil the role of **conventional labels/ OVDs** while providing advanced **digital features.**



Allows **digital product authentication** which is **quick & accurate.**



Can be **combined with physical security** to boost product security & increase sales.



Engage your end consumers to **increase product sales** and **repeat purchases**.



Increase supply chain visibility to **minimize product recall** and **theft in supply chain**.

Easily manage entire supply chain, **improve business output** and customer experience.

Build consumer trust and market share by **integrating 'phygital' security, brand authentication & supply chain automation** into existing product label design.

Why Choose Holostik's Digital Supply Chain Solutions



CMMI certification gives credibility to our software products. We are also **GSI-certified authentication solution provider**.

Digital-first mindset: with industry 4.0, a lot can be effectively and efficiently managed through the right implementation of tech. **We handheld our customers through their journey.**



Inder Sharma

President Sales & Marketing, Holostik

Our 'phygital' (physical+digital) solutions not just help to prevent duplication but also help with supply chain visibility."



Some glimpses of the events in which we had grabbed visitor attention in the past few months.



Labelexpo & CPHI-PMEC



Matecia New Delhi and ProPak Bengaluru



FoodPro Chennai



PackPlus New Delhi



Halla Bol - Holostik's Pan India Sales Meet



Upcoming Events

Bauma 2023
31 January - 03 February 2023
India Expo Centre & Mart, Greater Noida, Delhi NCR

Manish Tripathi
Head Marketing & Communications, Holostik

We are committed to showcase the best of our products and solutions at leading expos and events in the country.



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