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ROUNDTABLE

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Counterfeiting is considered to be a major threat by the packaging industry. Therefore, it has developed many processes and products to counter this menace. One of the most successful methods in packaging is to use technology and combine it with hologram, thus making the package difficult to copy. One of the examples in beverage packaging is that of the tetra pack; in pharmaceuticals, it is the aluminium foil with hologram and PVC blister with hologram, labels using security inks like colour changing inks, fluorescent inks, and then there are specially formed packs requiring special machinery to produce them. While the packaging industry is ready with a solution to suit all budgets, it is the brand owner who has to take the lead in selecting and specifying the right anti-counterfeit package to suit his/her marketing objectives.

Counterfeiting of pharmaceutical and food products is certainly a severe issue, and many leading companies are addressing this. In fact, if a brand is successful, then a counterfeiter will copy it. Other major sectors that suffer from counterfeiting include automotive spares, music and cinematic industry, besides consumer products like mosquito mats, coils, etc.

Today, hologram offers the best and most cost-effective solution against counterfeiting; however, it also suffers from attack by pass-offs. It is difficult to copy a hologram, and that is why over 80 countries around the world use hologram as one of the means of protection from counterfeiting on their currencies. Holograms have a rainbow effect, which is often crudely simulated by other methods. A properly specified hologram combined with other techniques like high-quality printing offers the best anti-counterfeiting solution for the lowest cost, when compared to other techniques. Moreover, hologram cannot be copied by any other printing technique.

China has a reputation for producing many counterfeit products in almost every sector. However, people in India have become aware of these products and the value it offers. Quality Indian brands should not fear such counterfeits provided they have taken adequate measures to protect their products and package.



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Your brand,
is your

Golden Goose!



A brand can make or break
the reputation of a company

The secret of your winning brand is the hard work that you put in, to nurture it to success. But there is a danger lurking around to steal your thunder. Whether you like it or not, Your brand is a sitting target for many counterfeiters. your brand needs protection like the way you protect your prized possessions with risk cover : leaving nothing to chance. So why take a chance on your best selling brand ?

Your brand is your "Golden Goose" If not protected with a Holotechs authentication then it is probably being counterfeited. Remember counterfeiting causes "no cash less" but gradual decline in your brands integrity & your profits. Protect your brand with Holotechs & reclaim your profits!!

Holotechs
Customised Authentication Solutions

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