Brand Security

At Whitlam we understand that it is important to protect your brand. Over a billion dollars is spent annually by US Fortune 500 companies to fight counterfeiting, protect brand names and trademarks. Every year automotive and aircraft part manufacturers lose billions of dollars in revenue to counterfeit parts. Since internet shopping has become so popular, counterfeit products are at its highest. Companies like International Trademark Association is estimating that the total global economic value of counterfeiting could reach $2.3 trillion by 2022. Most counterfeit items are sold online and bought by consumers and wholesalers. Counterfeiters are the most significant competitors in most markets.

Whitlam Group is determined to work with brand owners to come up with a solution that protects their brand, works best for them, and is cost-effective. Whitlam will combine low and high security elements together to enhance protection for brand owners and use different types of technology to maximize their protection. Spending extra for a label that will help protect your brand can be well worth the money if it stops counterfeiters from selling your product and stealing your money.

The Problem:

It is important to understand why brand owners need to protect themselves from counterfeiting because not only is it illegal it can also be very dangerous. Counterfeit products are not made to the same standards which can result in devastating accidents, mechanical malfunctions, health and safety risks, and a loss of positive reputation. Consumers, wholesalers, and manufactures are all at risk.

When consumers purchase counterfeit products, they may be at a loss when it comes to money, if the product doesn't work. However, the main concern for consumers isn't the loss of money but rather the health and safety risks that they may encounter when using counterfeit products. Some goods that consumers can purchase that may be counterfeit include automotive parts, power tools, electrical products, games, pharmaceuticals and other over-the-counter medications, baby formula, toys, clothes, shoes, accessories, cosmetics, outdoor equipment and much more. If a consumer uses any of these counterfeit items then they can be at risk for medical issues, mechanical malfunctions or even fatal consequences.

Manufacturer's and Wholesalers face the risk of lawsuits and liability costs. Even if sellers are unaware that they are selling a counterfeited product they are still held accountable. Counterfeit products can also lead to manufacturers issuing a recall which can cost them millions of dollars as well. Manufacturers and Wholesalers can both lose their positive brand reputation if consumers are unaware they bought a counterfeit product. If a brand's reputation is ruined by counterfeit products it can be very difficult to repair the damage and regain a positive brand reputation.

Solutions:

Tamper Evident

Authentication

Track & Trace

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# Brand Security

Tamper Evident

- Can be printed on materials that are destructible
- Can change appearance or be destroyed when tampering, such as removing or transferring the label, occurs
- Label will show proof that the product was tampered with
- May rip into pieces, leaving evidence behind on product showing that it was tampered with
- Tamper evident can be strips of the label itself, or it can be the word "void" repeated over the surface that the label was adhered to

Authentication

- Features may be visually seen and identified/easy to verify, or hidden
- Visual authentication can be checked by anyone within the supply chain
- Visual features include barcodes, special inks, holograms, watermarks, embossing and more
- Hidden authentication can be impossible to copy or imitate
- Hidden features include invisible images or text, hidden barcodes, digital authentication, markers, and more
- Hidden authentication features can be verified by special lighting, magnification, technology and software

Track & Trace
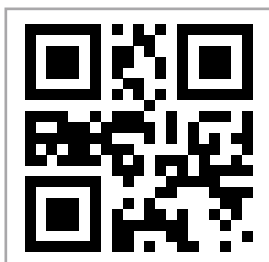
- Unique product identification solutions
- Features can be visual or hidden and can be added to products, pallets or shipping containers
- Allows monitoring of product through the whole process of the supply chain
- Special management data technology and software is required
- Allows the consumer to verify where the product came from and where it traveled from the time it left the manufacturing facility
- The consumer will be able to identify if the product was tampered with and if the product is authentic

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How to Get Started

Protecting your brand by using brand security labels and packaging is important. It helps with verifying that products being sold to consumers are authentic and builds customer confidence and brand loyalty. Brand security assists with detecting counterfeit products high in the supply chain before the products reach the consumer.

Whitlam is here to help you find a solution. We specialize in brand security options such as tamper evident labels, authentication labels, and track and trace labels. These options can include, but are not limited to, part marking codes, holograms, specialty inks, RFID, QR codes, micro text, UV indicator, invisible text or images, special die-cuts, destructible substrates and more.

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