



NEWS RELEASE

HOMAI Speaking at the Holopack Hologram Conference 2011

Recharging power of holograms

New Delhi, November 4, 2011: Hologram Manufacturers Association of India (HOMAI) President, Pradip Shroff will be speaking at the annual Holopack Hologram Conference taking place this year in Las Vegas, USA on 9-11 November 2011.

He will be speaking on "Recharging the power of hologram". This paper from HOMAI will analyse the reasons for the sometimes negative perception of holograms as an anti-counterfeiting feature. It will also suggest what manufacturers can do to reverse this perception and look for higher sales growth in future.

According to Pradip Shroff, "We have to change our brand strategy from a supplier of holograms to a partner to a brand owner in his efforts to minimize losses to counterfeits/ duplicates etc. We have to position holograms with overt and covert features as the best value for money solution and work with our customers to bring about changes in the way they think, perceive, purchase and use holography".

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For more visit us at www.homai.org

About HOMAI

HOMAI is world second and Asia's only association representing holography. It is a not-for-profit organisation working to stimulate the understanding, adoption, use and widespread application of holographic technology. Established in 1998, it consists of India's leading producers and converters of holograms for anti-counterfeiting, brand protection, packaging, graphics and other commercial applications around the world. Today, HOMAI member protect more than 10,000 brands and helping various industry organisation, states & central government's department in protecting tax revenue and providing authentic solutions to consumers.

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