



NEWS RELEASE

HOMAI Welcomes Latest Anti-Counterfeiting Move

Philippines to use holographic security labels on electrical products

New Delhi, 24th December, 2011: The Hologram Manufacturers Association of India (HOMAI) is a non-profit organisation working to stimulate the understanding, adoption, use and widespread application of holographic technology welcomes the initiative of the “Department of Trade and Industry” (DTI) in the Philippines to provide greater protection for consumers against the dangers of counterfeit electrical products.

The DTI's has given instructions to vendors to include new upgraded Import Commodity Clearance (ICC) Hologram stickers on electrical goods by April 2012.

On this occasion **Mr. Pradip Shroff, HOMAI President, said:** “this is a wonderful initiative by the Philippines Government to fight against counterfeiting and protecting the consumers. It reaffirms the hologram’s position as a pre-eminent security feature in the global anti-counterfeiting fight. We urge Indian Government to take similar or better steps in the same direction.

“The recent hooch tragedy in West Bengal is a recent example. Use of Hologram should be mandated by BIS (Bureau of Indian Standard) for all products. In India we have now "Star energy labels" for electrical goods to indicate the energy saved. These labels can be easily upgraded by incorporating use of security holograms. In India and all over the world Security holograms are widely used in excise seals, credit cards, election IDs, driving licence, pass ports, currency notes etc., we would request the government to take similar steps to prevent counterfeiting ” he further added.

The DTI has unveiled an update of the 2009 ICC sticker, which features higher definition printing to make it costlier and more difficult to duplicate.

These serve as indicators to consumers that products such as electric fans, light bulbs, Christmas lights, fuses, air conditioners have passed mandatory safety standards enforced by the Trade department. Importers must submit samples of these goods for inspection to receive an ICC certificate for the business and safety seals which must be affixed on the products.

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.

About Security Holograms & OVDs

Security Holograms have become powerful & most effective tools in the prevention of counterfeiting of documents, labels, seals, tags, cards and packaging and a part of a rapidly global security industry's armory. Security Hologram offers a wide variety of overt, covert and forensic feature which can be matched to different levels of security requirements, from those used in relatively low-cost commercial applications such as packaging, tags, labels, to a more sophisticated security method of protecting currency. They are used by various sectors as they provide them and consumer an solution to differentiate fake vs. genuine product.

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