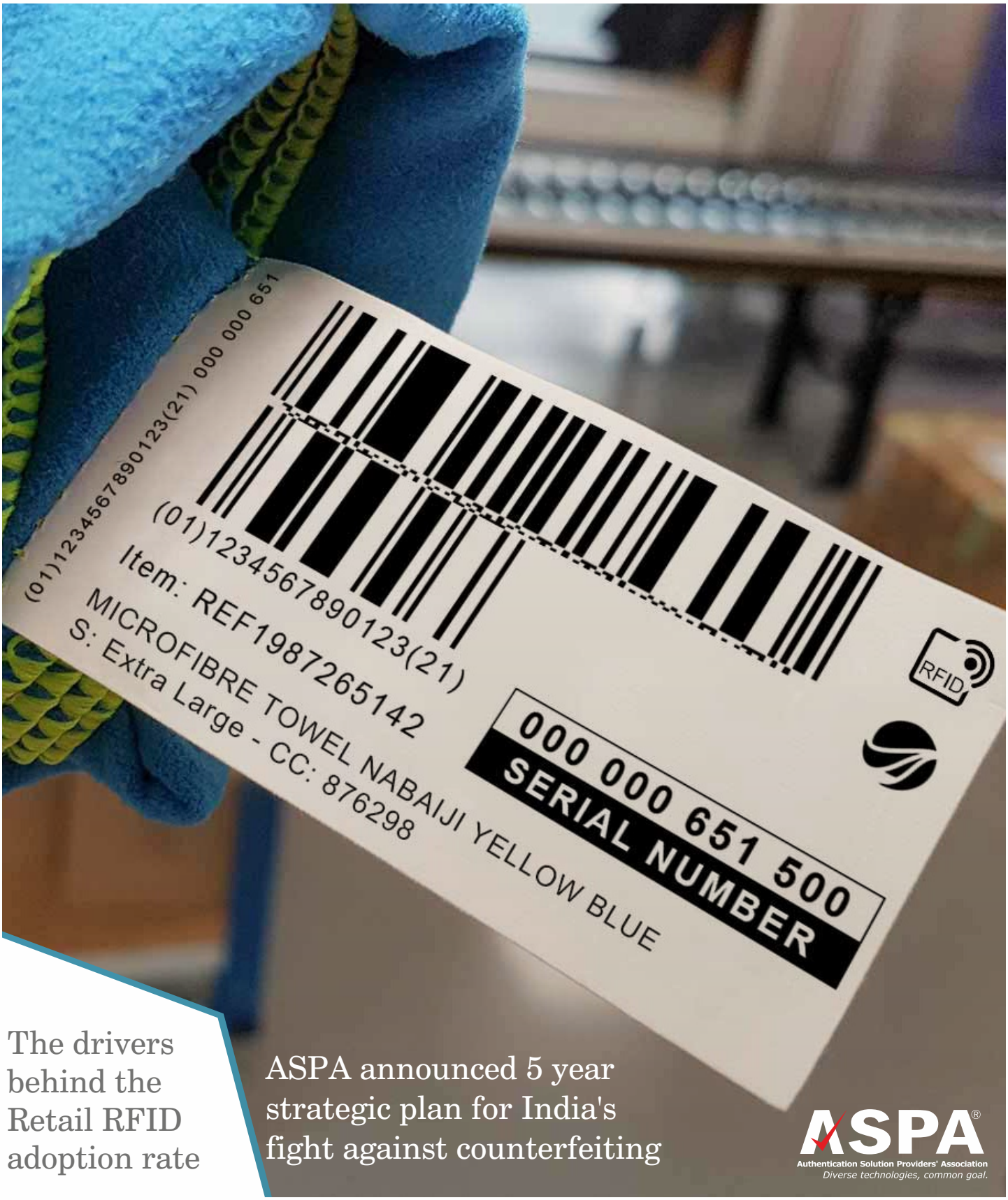
September 2022 | Volume 15 | Issue 44

The AUTHENTICATION Times

The Official magazine of Authentication Solution Providers' Association (ASPA)



The drivers behind the Retail RFID adoption rate

ASPA announced 5 year strategic plan for India's fight against counterfeiting

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Editor's Corner

Dear Readers,

Welcome to the 44th edition of The Authentication Times.

In the edition, we are fortunate to have two guest articles from globally recognized experts Tony D'Onofrio, CEO, Prosegur's Global Retail Business Unit, and Paul Dunn, Chairman, IHMA on two different technologies. While Tony's article will lead you to the emerging trends behind the Retail RFID, Paul's article will enlighten you with the digital and optical vision for holograms in Identity documents.

Apart from these, the edition will also lead you to one of the important developments announced by ASPA. In its recently held 22nd Annual General Meeting, ASPA announced its new mission, vision, and five-year strategic plan intending to become the voice of the global authentication and traceability solutions industry. To achieve the aim, it has identified six key objectives including advancing the research and development, promoting the adoption, increasing the awareness of Authentication and Traceability solutions (ATS),developing tools to measure the impact of counterfeiting and its scale, encouraging, and adopting professional ethics and best practices within the Association and enhance the global reach and footprint of ASPA and its members.

The edition will also enlighten you with various news of interest from our regular section counterfeiting alert, anti-counterfeiting initiative, and the latest innovation news from across the globe.

I hope you will find this informative and exciting, and, as always, I look forward to receiving your feedback.

Sincerely,

Chander S Jeena

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The AUTHENTICATION Times

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About The Authentication Times

The Authentication Times is the official magazine published by Authentication Solution Providers' Association (ASPA). The publication offers in-depth analysis, news, research, article, and expert opinion on the latest developments on Anti-Counterfeiting, Brand Protection, Serialization and Traceability in and out of India. The editorial team welcomes news, contributions, and comments.

For further information, subscriptions, contributions, and advertisement, please email your submission at vikram@aspaglobal.com or call at +91 7838208944

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Fake currency with Rs 92.18 cr face value seized in 2020-21 in India, highest since

National Crime Records Bureau (NCRB) has revealed that fake currency with a face value of Rs 92.18 crore was seized in 2020. This is 30.4% more than in reported in 2017 when the law enforcement authorities seized fake currency with a face value of Rs 28.10 crores. As per the Reserve Bank of India (RBI), the value of counterfeit notes detected in the banking system has reduced from Rs 43.47 crores in 2016-17 to Rs 8.26 crores in 2021-22. In 2020, Rs 5.45 crores were detected by the RBI in the banking system.

The number of fake currency notes seized in the country as per NCRB data has increased between 2016 and 2020. The number of fake currency notes in 2000 domination that have been seized has increased by 10,676 from 2016 to 2020. In 2016, where 2,272 notes were seized, it rose to 2,44,834 in 2020.

Year	Number of notes in 2000 denomination seized
2016	2,272
2017	74,898
2018	54,776
2019	90,566
2020	2,44,834

Source: National Crime Records Bureau (NCRB)

Man sold fake Cisco devices worth $1 billion, ran 19 companies to list products on Amazon, eBay

The US Department of Justice (DOJ) has arrested and charged Ron Aksoy from Miami, Florida with importing and selling counterfeit Cisco networking equipment that if authentic, would be valued at

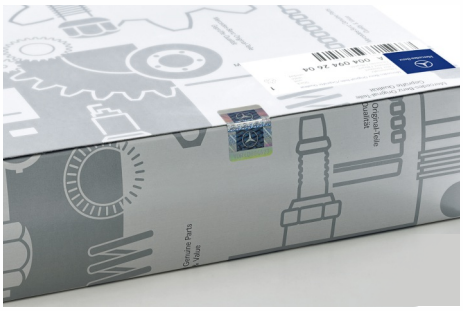
Fig. CISCO Genuine label

more than US$1 billion. Aksoy, also known as Dave Durden, has run at least 19 companies formed in New Jersey and Florida, as well as a minimum of 15 Amazon storefronts and 10 eBay storefronts and multiple other entities over the last 12 years in which he allegedly imported tens of thousands of counterfeit Cisco networking devices from China and Hong Kong. This counterfeiting generated numerous complaints from buyers on Amazon and eBay. While in response to this, Amazon and eBay acted and suspended or terminated the storefronts on their sites, Aksoy repeatedly returned to the e-commerce platforms, creating new storefronts under different names between 2014 and 2020.

Source: https://www.pcmag.com/

Mercedes expands anti-counterfeiting measures after 1.8 M illegal parts seized in 2021

The global trade in counterfeit Mercedes-Benz parts is on the rise, with 1.86 million counterfeit products seized in more than 650 customs and law enforcement raids in 2021 alone, the automaker has said. Mercedes-Benz said that the number of seized products has risen by some 6% from the previous year.



> During the pandemic over the past two years, product pirates increasingly used online platforms and social media channels to offer counterfeit goods, the company said.

As has been reported, parts shortages caused by pandemic-related supply chain disruptions have also ledsome buyers to seek alternatives to their usual, trusted suppliers in certain cases.“Counterfeit goods can be placed on online platforms at very short notice and sold with the support of social media. For this reason, Mercedes-Benz has further expanded its strategic and operational measures against counterfeiting in online trading,” the OEM said. It said that 126,000 products were removed from online platforms alone in 2021.

Source:https://www.carscoops.com

New Banknote paper mill for Made in India Currency

India is to take a further step and future-proof its plans for self-sufficiency in currency production with the construction of a new banknote paper mill, at a cost of Rs 2500 crore ($310 million).The new paper mill will be in Balasore, Odisha and some 100 acres have been earmarked for the new site.

The new mill will belong to Banknote Bank Note Paper Mill India Pvt Ltd, the joint venture between the Indian Finance Ministry-owned Security Printing and Minting Corporation of India (SPMCIL) and Bhartiya Reserve Bank Note Mudran Private Limited (BRBNMPL), which is owned by the Reserve Bank of India. Located in Mysore, it was opened in 2017 with two lines and has a nominal annual capacity of 12,000 tonnes per year.

In addition, SPMCIL owns Security Paper mill (or SPM, and formerly known as Hoshangabad) in Narmadapuram, which has four lines, two of which produce currency paper. One produces paper for the smaller denomination (10, 20 and 50) notes. The other, inaugurated in 2015, is used principally for high denomination notes and has an annual capacity of 6,000 tonnes per year.

Despite the investment over the last decade in banknote production, and the efforts of the government to encourage digital payments, the current capacity is barely enough to meet current demand. Cash in circulation grew by 7.2% in 2020/21 and by 5% in 2021/22. Annual production of banknotes over the last two years has been just over 22 billion notes. The current nominal paper production capacity is for 18 billion notes, albeit that both mills – in Mysore and Narmadapuram – have exceeded this in recent years.

Source: Currency News

India's Health Minister urge industry to tackle falsified medical products

In a bid to address the menace of counterfeit drugs in India, the Union Minister of Chemical and Fertilizers Mansukh Mandaviya, on August 29, said the pharmaceutical industry needs to act against firms involved in manufacturing substandard and falsified medical products in the country.

"It feels absurd when fake and spurious drugs are detected by the drug controllers in the country; the pharma industry needs to act on these incidents. If there is bargaining at quality of medicines by any company, then firms involved in malpractices should be ousted from the associations,"

Mandaviya said while addressing the Silver Jubilee Celebrations of the National Pharmaceutical Pricing Authority (NPPA).

The Union government informed the parliament last month that various state and union territories' drug controllers tested over 84,874 drug samples last year, out of which 2,652 drug samples were declared of substandard quality while 263 samples were declared spurious or adulterated.

According to a report by Authentication Solutions Providers' Association (ASPA) the incidents of substandard and falsified (SF) drugs and other medical products related to COVID-19 increased by almost 47 percent just within a year – from 2020 to 2021.Incidents of counterfeiting of COVID-19 products were observed in 23 out

of 29 States and seven Union Territories in India. The incidents of spurious and substandard pharmaceuticalsincreased by almost 47 percent from 2020 (91) to 2021 (134)," the report said.

Source: https://www.moneycontrol.com/

Amazon, Flipkart fined for allowing sale of poor-quality products in India

The Central Consumer Protection Authority (CCPA) has imposed a penalty of Rs 1 lakh on the e-commerce firm Flipkart for allowing sale of substandard domestic pressure cookers on its platform, in violation of mandatory standards.Headed by Chief Commissioner Nidhi Khare, the CCPA has directed Flipkart to recall all such 598 pressure cookers sold on its platform, reimburse their buyers, and submit a compliance report within 45 days.

The central government routinely notifies the Quality Control Orders (QCOs), specifying compulsory conformity to a standard and use of the standard mark for a product to protect consumers from the risk of suffering injury and harm, and in the interest of the public at large. The Domestic Pressure Cooker (Quality Control) Order, which came into force on February 1, 2021, mandates conformity to IS 2347:2017 for all domestic pressure cookers.

This month, the CCPA also imposed a penalty of Rs 1 lakh on Amazon for selling pressure cookers that did not meet quality norms and directed Amazon to notify the buyers of 2,265 such substandard pressure cookers sold via its platform about a product recall. It also directed Amazon to reimburse such customers.

The CCPA has written to district collectors across the country to investigate unfair trade practices and violations of consumer rights concerning the manufacture or sale of such products and submit action taken reports. Under the campaign, BIS seized 1,435 pressure cookers and 1,088 helmets that do not conform to the mandatory standards.

Last month, the Parliamentary Standing Committee on Commerce dismissed e-commerce players' argument that they have no control over the items sold on their platform, putting the onus on them to act as an intermediary in the resolution of complaints about substandard and counterfeit products on their platform.

Source: https://www.business-standard.com

Indian Oil launched track and trace initiative for customer safety and transparency

Indian Oil Chairman flags off track and trace initiative

Mr. S M Vaidya, Chairman, IndianOil, launched a unique QR code-based Track N Trace initiative for LPG cylinders at the Madanpur Khadar Indane Bottling Plant, New Delhi. This transformative initiative will strengthen IndianOil's digital leadership and add immense value to the customer experience by offering them better safety, and transparency and enhance trust on the brand IndianOil.In this initiative, the QR code will be attached to the cylinders which will help track them across the value chain.

Holograms: A digital and optical vision for ID's in transition

"Protecting and authenticating security and ID documents presents challenges for holograms, but the technology's capacity to evolve and integrate in the optical and digital space, reflect sits continued potencyin security applications", says Dr Paul Dunn, chair of the International Hologram Manufacturers Association (IHMA).

New optical and digital developments are reshaping the role and nature of holograms in document and ID security. They are also driving innovative and sophisticated design solutions for often non-descript security documents, simultaneously enhancing the security of an identity document, as governments and issuing agencies around the world, as well as other global entities, wrestle with losing billions of dollars a year in revenue through incessant counterfeiting of documents and insidious ID fraud.

Today, propelled by advances in materials and applications, holograms designed to protect and authenticate, are integral elements of optical variable elements (OVE) on ID documents, helping to verify identities both in person and remotely equally. Ground-breaking technologies such as Idemia's Lasink Helios are to the fore in these applications: its technology is linked to a DOVID (Diffractive Optical Variable Image Device) and combined with holographic technology displaying striking optical effects, such as colour variations of the portrait including a full polychromatic view with true colors, which vary depending on the angle of view. Easy to inspect, resistant to multiple types of fraud and durable, the use of this technology validates both secondary and main portrait images on documents, thus confirming the identity of the document holder – both images are interlinked to make forgery virtually impossible, deterring any attempted fraud.

Primary protection

The IHMA estimates that there are three billion identity documents issued worldwide. Therefore, the evolving challenges posed by fraud see governments, issuing authorities and law enforcement turning to innovation to stay ahead of criminals and fraudsters. Here, the use of direct laser interference patterning (DLIP) applied by the Fraunhofer Institute for Material and Beam Technology in Germany can be seen as a versatile tool for producing holographic motifs and diffraction-based elements on most materials; the optical security elements can be written directly on the surface as well as

in the volume of a transparent material for improved authentication and greater individualisation of security documents.

Conventionally, a DOVID protects the most important information of a document i.e., the primary image of the document holder. It can additionally cover the holder's data and a secondary image. So conventionally all this information is printed, or laser engraved by the manufacturer and protected by DOVIDs. However, rather than simply protecting the information, security solutions provider OVD Kinegram's novel technology allows for the creation of a secondary image and/or data directly. The laser personalised KINEGRAM is highly secure and protects against ID fraud and document falsification. This three-layer system is laser processed to radically alter their appearance from a black to mirror like effect, or transparent or even eye-catching optical effects.

Besides offering intrinsic protection, the use of two metal layers/effects provides further benefits and protection – both appearances are in perfect registration and thus cannot be copied by unauthorised printing processes. Moreover, the ability to integrate the embedded KINEGRAM elements over a larger area in perfect optical harmony with other features (such as the security print) leads to a document design that is intuitive and self-explanatory, and hence readily available for human inspection. The design tells a story that even the untrained eye can immediately understand, while the solution protects the personalised data and the photograph of the passport's data page for ID3 format passport data pages and ID1 format identity cards or driving licences.

Today, the use of optical and physical technologies to protect valuable documents against existing and emerging threats is paramount. For instance, the role of optical and digital technologies in securing health status passport scan see increasing traction, while great strides are being made in the areas of micro and nano-optical structures and other innovative approaches to document security. Indeed, the future evolution of optical and digital document security is set to play a key role in the transition to digital documentation for some time to come.

Pointing the way

The continued use of holography in optical and digital document security points to the technology's underlying versatility, cost-effectiveness, and graphical flexibility. Indeed, it will continue to flourish in those markets where a highly effective security feature is required as governments and other issuers of ID cards, passports and driving licences have to implement security technologies to protect an increasing array of documents from counterfeiting attacks.

The optical and digital space heralds exciting development opportunities for holograms, which can deliver an exceptional representation of the 3D world and pose a significant step forward in the search for better imaging. The opportunity for further integration by innovative, forward-thinking companies is huge, as digital holographic technology, increasingly operating via smart phones and devices, provide a visceral and ardent interpretation of the world, allowing people to see and sense images in a way that is realistic, comfortable, and natural.

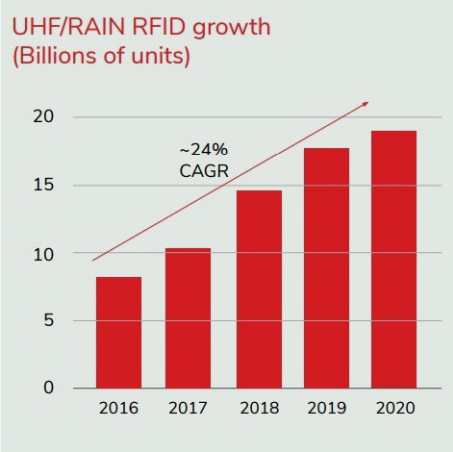
Moreover, the use of well-designed and properly deployed authentication solutions, as advocated by the ISO 12931 standard, enables those with ID protection responsibilities to verify the authenticity of a legitimate product, differentiating it from counterfeits. Even those that carry a fake authentication feature can be distinguished from the genuine item if the latter carries a carefully thought-out authentication solution. The advantages that holography offers will continue as digital and mobile ID technologies gain increasing levels of traction.

The drivers behind the retail RFID adoption rate

By Tony D'Onofrio

> According to a 2020 IHL Group report, inventory distortion worldwide is a $1.8 trillion problem

Accurate inventory has been a challenge for retailers for some time. According to a 2020 IHL Group report, inventory distortion worldwide is a $1.8 trillion problem or the equivalent of 10.3% of same store sales in retail and hospitality. "Or to put it another way, more than the annual GDP of Canada."



RFID is one of three very important technologies that play a key role in addressing the problem of inventory distortion. While apparel has led the charge in the adoption of RFID technology for inventory control, other retail sectors are quickly expanding their activities. As summarized by IDTechEx, note the trajectory of UHF/RAIN RFID labels in retail in the last several years.

North America leads the trend of RFID adoption with 93% of retailers reporting that they use RFID in various stages of deployment. Positive to see that other markets around the world are also accelerating their deployment rates. By looking at the rate of full adoption of RFID, rather than just piloting or implementing, North America, Europe, and Asia-Pacific have all seen substantial increases in the use of RFID since 2018.

More adaptive retailers are discovering new applications of RFID, such as streamlining

RFID is booming

Adoption is yielding ROI and supporting omnichannel capabilities

In overall adoption, North America continues to be the frontrunner with 93% of retailers surveyed using RFID. And when we look at full adoption (compared to just piloting or implementing), all three regions of North America, Europe and Asia-Pacific have seen huge increases since our previous RFID study in 2018.

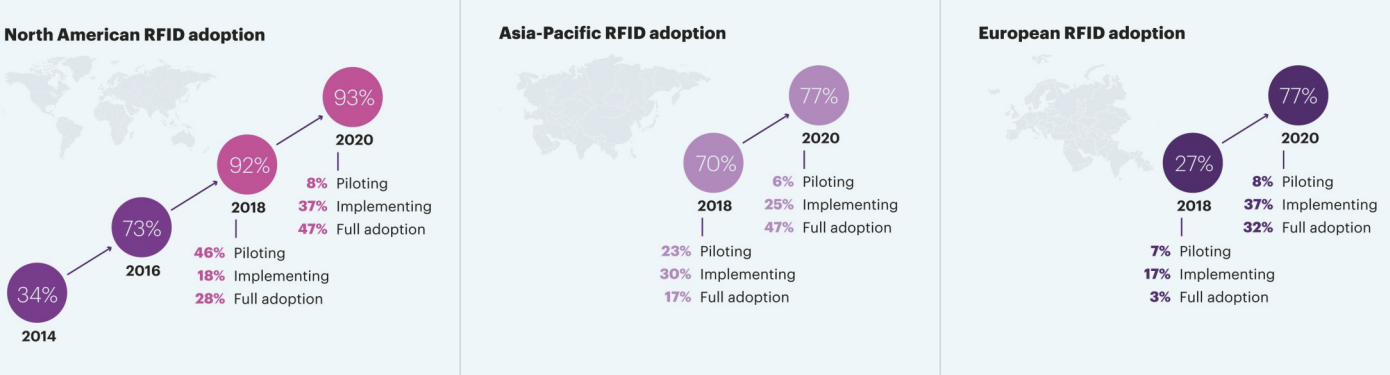


Figure 1. RFID adoption has increased worldwide since 2018, with Europe seeing a ten-fold increase

omnichannel offerings like BOPIS (buy online, pick up in-store) and improving supply chain visibility and self-checkout. In the past two years alone, the omnichannel options retailers offer have increased significantly, with 66% of RFID adopters and piloters offering five or more services, like BOPIS, ship from store, ship to store, reserve in-store, mobile app purchasing, and home delivery.

Why RFID is the Next (and Current) Big Thing

A challenge for RFID adoption trends has been its lack of focus on finding the "killer app" to drive its growth. The most successful deployments focus first on addressing inventory visibility. Loss prevention is also now emerging as an important application in the creation of intelligent security solutions.

The pandemic has become a brutal accelerator of digital transformation trends that were already underway. Omnichannel (or more appropriately, harmonious) retail strategies to meet the needs of consumers on all sales channels — online, at the curb, in physical stores — became a priority to survival. RFID extended retailers' visibility of merchandise across the enterprise and stores joined distribution centers to meet ever changing consumer demands.

For those retailers that invested in these technologies at the pre-pandemic critical time, RFID has substantially bridged the gap between the physical and digital worlds. By tagging each item with an RFID tag, retailers gain item-level visibility of their operations, allowing store associates to simply look up a product on a mobile device, locate it on the store floor or in the stockroom, then bring it to a customer, or ship it to a nearby consumer that ordered it online, or inviting that shopper to pick it up at curbside. With this much data available literally in the palm of your hand, RFID makes it much easier for store associates to provide exceptional customer service.

As the adoption and application of RFID grows, so does its return on investment. According to data from Accenture, retailers that have fully adopted RFID reported more than 10% ROI, compared to 9.2% in 2018. Furthermore, when retailers "layer" their use cases, rather than using RFID for a single application, they see even greater ROI. Retailers that have enabled five or more omnichannel shopping experiences are seeing 20% higher ROI than retailers that have paired RFID with only four or fewer applications.

Leveraging RFID to Improve Inventory Visibility

The $1.8 trillion inventory challenge discussed above was exacerbated by the pandemic. Lockdowns, misdirected inventory, and closed stores severely compounded challenges with inventory management. An estimated $570 billion in lost revenue has already been attributed to COVID-19 inventory distortion.

More industries, not just retail, have started to recognize that accurate inventory visibility is essential for success in the short and long term.

While COVID-19 has increased the challenges retailers were already

		Apparel	Beauty	Food	General Retail	Logistics	Auto	Pharma/ Healthcare
Characteristics	SKU complexity	✓	✓	✓	✓		✓	
	Product density	✓	✓	✓	✓	✓		✓
	Omnichannel growth	✓	✓	✓	✓	✓		
	Perishability/shrink	✓	✓	✓	✓		✓	✓
	Labor cost/constraints	✓	✓	✓	✓	✓	✓	✓
Key Benefits	Increased sales	✓	✓	✓	✓			
	Fewer markdowns/chargebacks	✓		✓		✓	✓	
	Higher velocity					✓	✓	
	Reduced waste/shrink	✓	✓	✓	✓		✓	✓
	Higher labor efficiency		✓	✓	✓	✓		✓
	Increased SC traceability & security		✓	✓			✓	✓

facing, the pandemic has also pushed retailers to adopt RFID on a much larger scale. According to research from Accenture, 46% of survey respondents started focusing on RFID in recent months, while an additional 24% responded that they are currently considering adding RFID to their operations. Furthermore, 87% of respondents reported that focusing on RFID enabled them to improve their omnichannel shopping experience during the pandemic.

Research from McKinsey confirms that the retailer benefits from inventory tracking the most, by far. With RFID, retailers can implement automated inventory counting in real time, resulting in more accurate product-location information, improved stock information, and fewer out-of-stocks. In fact, starting with inventory management lays a solid foundation for the application of RFID in other areas, thanks to the focus on unit-level tagging and item-level inventory invisibility.

Athletic-apparel retailer Lululemon Athletica is one of the most successful applications of RFID in inventory management, which uses product-location information in their flexible omnichannel fulfillment model. By using RFID tags throughout its entire enterprise of nearly 500 stores, the retailer has 98% inventory accuracy. During the coronavirus pandemic, lululemon leveraged this data to manage their store inventory levels as consumer demands changed.

Streamlining Store Operations

RFID also has growing applications in store operations. Although these use cases aren't as established as inventory management, RFID enables retailers to optimize store operations across their entire enterprise, from automated asset protection to efficient, accurate self-checkout.

Inventory tracking is the entry point to expanded operational improvement applications. For example, by tagging most or all of their items with RFID, retailers can also transition to RFID-based self-checkout systems. Rather than requiring that customers scan each item they want to purchase, retailers can use RFID readers to "scan" items all at once and even disable RFID security tags in mere seconds. This capability will reduce or possibly even eliminate long checkout lines while also addressing any theft associated with self-checkout.

Decathlon, a sports-equipment retailer with over 1,600 stores in more than 50 countries, tags more than 85% of their items, tripling labor productivity and cutting stockouts to raise revenue by 2.5%. The retailer is also testing RFID-based self-checkout as a scan-and-go solution in Europe, where shoppers can scan and pay for their items with their smartphones. As social distancing has become a widespread precaution during the COVID-19 pandemic, solutions that help customers avoid close contact with store associates and other shoppers have become increasingly popular.

Transforming the Customer Experience

On the horizon for RFID in retail is a personalized customer experience. Although the most valuable applications of RFID in retail today are in inventory control and store operations, retailers have even more possibilities with RFID beyond that. Rather than limiting RFID's capabilities behind the scenes, retailers can use their RFID system to attract customers looking for a personalized shopping experience.

Retailers can also use RFID to collect valuable customer data, like how many items customers try on and conversion and abandon rates right down to the item.

About the Author

Tony D'Onofrio is CEO of Prosegur's Global Retail Business Unit and CEO of the advisory group TD Insights. Globally he is recognized as a social media influencer in retail, security, and emerging technologies. He is listed as a top 100 Global Retail Influencer 2021. His career has included executive roles in both security and information technologies companies. He is a graduate of Case Western Reserve University (BA) and Cleveland State University (MBA). His industry thought leadership activities are summarized at tonydonofrio.com.

> "Decathlon, a sports-equipment retailer with over 1,600 stores in more than 50 countries, tags more than 85% of their items, tripling labor productivity and cutting stockouts to raise revenue by 2.5%"

Rockwell automation study finds traceability, serialization key initiatives in APAC corporate supply chain strategies

Rockwell Automation, finds that digital transformation, sustainability initiatives, and customer experience (CX) improvements are among the top priorities driving the development of new corporate supply chain strategies, according to a new study conducted by Forrester Consulting.

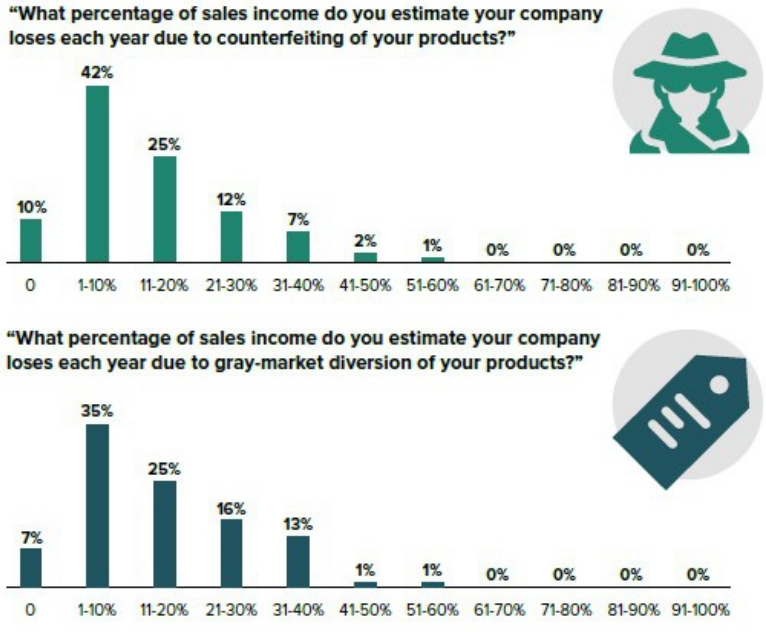
The study, "Increase Brand Loyalty and Generate ROI with Improved Traceability," was commissioned by Rockwell Automation to understand the degree to which environmental, social, and governance (ESG) commitments, external regulatory demands, and brand reputation drive private-sector interest in supply chain traceability solutions.

Key findings of the survey include:

- *Asia-Pacific enterprises are the most affected by counterfeiting globally – 70% reported 11-60% loss of sales income each year*
- *83% of supply chain professionals believe proper traceability/serialization of their company's products is very or extremely important to staying competitive*
- *45% of companies that have invested in serialization methods have seen over 31% increase in sales due to* serialization

Forrester Consulting's research on behalf of Rockwell Automation is based on a January 2022 survey of 307 global supply chain decision makers about their use of or interest in traceability and serialization solutions to optimize their supply chain.

To download a copy of the full report, visit www.rockwellautomation.com



Base: 307 global supply chain professionals tasked with planning, implementing, and measuring traceability and serialization within their organization's ecosystem
Source: A commissioned study conducted by Forrester Consulting on behalf of Rockwell, January 2022

Avery Dennison introduces new adhesive for wine and spirits' labeling in cold & wet conditions

Avery Dennison Label and Packaging Materials has launched a new adhesive to its wine and spirits portfolio. The Avery Dennison Z2010 adhesive is engineered to support heavier facestocks and won't float or show lift for up to eight hours while submerged in ice or cold box, according to the company.

Applying labels to wine and sparkling wine bottles when they are cooler than their surroundings and slick with surface condensation is easier with Z2010. In addition to its aggressive initial tack that ensures heavier, embellished labels stay firmly adhered, the Z2010 adhesive also offers improved tight mandrel performance.

Source: food techbiz

XRD Nano completes the installation of 1350 mm UV embossing in Dubai

XRD Nano recently completed the installation of the Xe 1350 system in AM security factory in Dubai Production city. Xe 1350 can seamlessly cast microstructures from 0.1 microns to 12 microns deep. In addition, the machine can emboss PET, Bopp, PETg& PVC shrink films from 10 to 250 microns at a maximum speed of 200 meters per minute. The web width can be 650 mm to 1350 mm.

AM Security, a Dubai-based company, is expanding its capabilities in anticounterfeit packaging. As a part of their expansion plan, they invested in a metalliser from Nordmeccanica, printing machines from Comexi, a mastering lab from 4Pico and UV casting + Seamless cylinder making from XRD Nano, United Kingdom.

Furthermore, the entire maintenance and machine operation are with iPad.

According to company officials, Xe 1350 provides benefits to its users including speed, low energy consumption & economical benefits.

UFlex introduces new solutions focussing on brand promotion and value addition

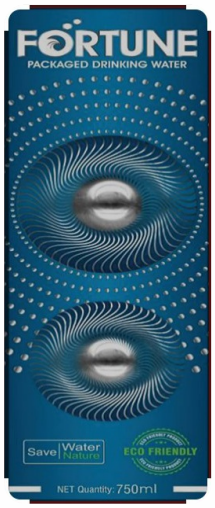
Focusing on brand promotion and value addition including multicolored holographic pattern and labelling solution to fight counterfeiting.

Multi-coloured Holographic Textile Foil with New Pattern for Enhanced Aesthetics

Catering to the demand for aesthetic rich development in the textile space, the company has developed an array of appealing textile foil options that can stunningly make brands stand out. This development has gained acceptance of many textile brands.

Fresnel Lens Self-Adhesive Holographic Labelling Solution to Prevent Counterfeiting & Enhance Aesthetics

Taking note of the pain area of brands on rising counterfeiting cases that jeopardise business interest coupled with the need for premium product positioning, UFlex has integrated Registered Fresnel Lens Technology in labelling solution to give a premium look by placing two lenses at the middle and bottom of the label. The Fresnel lens used on the printed area reflects light at multiple angles providing 3-dimensional depth and look to the product. The combination of a Fresnel lens that is reflective from various angles along with vibrant printing produces an effect that is both aesthetically striking and instantly recognizable for scrutiny.The printing technology



combines two major features; the first is the registered holographic substrate while the second involves doing a precise re-registration printing on the same substrate, making it next to impossible to replicate using a compromised set-up.

G+D pledges to end the use of virgin plastic in payment cards by 2030

Giesecke+ Devrient (G+D) pledges to replace all virgin plastic in its payment card products by 2030 at the latest to further support consumers and banks to fulfil their own sustainability aspirations. Being the first in the payment industry to make such a commitment, G+D expects the industry to follow suit.

G+D will replace virgin plastic with recycled, industrial compostable or biodegradable materials in payment cards across its portfolio. Beyond its direct positive impact through sustainable material choices, a payment card without virgin plastic is also a social statement and thus a powerful symbol of change. G+D is convinced that the whole payment card industry

will follow its example, which will completely eliminate virgin plastic from more than three billion payment cards being produced annually worldwide.

Source: Giesecke+Devrient

Incline Equity Partners acquires NovaVision

Incline Equity Partners a Pittsburgh-based private equity firm, announce that it has made an investment in NovaVision manufacturer of consumable security and authentication products.

Based in Bowling Green, OH, NovaVision offers a comprehensive portfolio of consumable security and authentication products, including hologram labels, tamper-evident stickers, security tape and mechanical security seals.

Concurrent with the transaction, Bill Schoenherr was promoted to President and longtime President Mike Messmer announced his retirement. Mike will continue to be involved in supporting NovaVision's growth as a board member and advisor to the Company.

https://www.mdpi.com/2304-8158/11/17/2716

New Deloitte report on COVID-19 vaccination calls for standardisation

A new report authored by Deloitte calls for international healthcare organisations to promote global standards, such as the GS1 DataMatrix barcode for product identification across the medical supply chain to ensure citizens around the world have a speedy, equal, and secure access to Covid-19 vaccines. “Now more than ever, leaders in the global health community must develop standards processes, and capabilities to ensure citizens across the globe have access to lifesaving therapies”, states the Deloitte study, Securing trust in the global supply chain of Covid-19 vaccines, moving from development success to vaccination.

Despite the unprecedented level of collaboration by healthcare stakeholders and governments around the globe and the speed in the development of COVID-19 vaccines, today, after more than two years living with the pandemic, there is no reliable, transparent way to verify where vaccines are in many countries, and whether supply is meeting demand. This not only affects confidence in the vaccine supply chain, but it can also exacerbate healthcare inequalities and compromise patient safety.

Adopting a harmonised global standard for identification and traceability would make a difference, explains the Deloitte report. Requiring serialisation of vaccines would allow for more efficient and accurate traceability of vaccine administration and can

help fight fake and counterfeit vaccines. In addition, serialisation would make it easier to calculate vaccination rates, identify bottlenecks and recognise where vaccines are being wasted, all issues affecting with particular emphasis the developing countries.

Further information can be found on https://www.gs1.org/industries/healthcare/trust

> “The International Federation of Pharmaceutical Manufacturers and Associations (IFPMA) calculated manufacturers produced 11.2 billion doses of COVID-19 vaccine in 2021, making it the largest campaign in human history”

ASPA announced 5 year strategic plan for India's fight against counterfeiting

The Authentication Solution Providers' Association (ASPA) rolls 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 July 29 at its 22nd Annual General Meeting held in New Delhi.

During the meeting more than 40+ representative from various members participated along with invitees from industry stakeholders. Sharing his thoughts during the meeting, Nakul Pasricha, President, ASPA, said, "This five year strategic plan will take the association to next level. The return on investment on authentication solutions is much more significant, and the other countries' positive impact of using the anti-counterfeit solutions is proven. We are confident that India, too, will adopt it. We are seeing steps taken towards tackling counterfeiting, but these are small steps while the problem is complex. A strategic all-around plan and action are required to curb the massive menace of counterfeiting in the country with both authentication solutions and robust track and trace infrastructure in place".

Glimpses of ASPA Five Year Plan

VISION
To be the voice of the global authentication and traceability solutions industry

MISSION
To drive the development, promotion, and adoption of authentication and traceability solutions as effective tools to curb counterfeiting and illicit trade to save lives.

OBJECTIVES
- To advance the research and development of Authentication and Traceability solutions (ATS).
- To promote the adoption and use of ATS.
- To increase the awareness of ATS.
- To develop tools to measure the impact of counterfeiting and its scale.
- To enhance the global reach and footprint of ASPA.
- To encourage and adopt professional ethics and best practices within the Association.

The Seal of Genuineness

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WE LOVE SECURING BRANDS

Anti-Counterfeiting Products

Security OVDs (Holograms)

Security Labels

3D Speciality Labels

Holographic Shrink Sleeves

Holographic Hot Stamping Foils

Holographic Wads/EPE Liners

Holographic & UV embossed Folding Cartons

Holographic & UV Packaging Films

Digital Solutions

Supply Chain Management

Product Authentication

Track & Trace

Warranty Management

Inventory Management

Reward management

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