

NEWS RELEASE

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Hologram producers met to curb counterfeiting

HOMAI member developed offer solutions in the fight against illicit products

The Hologram Manufacturers Association of India (HoMAI), a not-for profit organisation held its Annual General Meeting cum conference in New Delhi to address the new developments against counterfeiting.

The HOMAI, President Pradip Shroff said” 2010-11 was a year of remarkable technical achievements and progress. “The industry is in a very strong position, with innovation being driven not only by established hologram companies but also those new to the industry. The new generation holograms can now combine authentication overt features with several covert elements and several forensic and track and trace elements to provide a highly effective solution in the fight against illicit products. Holograms provide the best value for money solution as can be easily seen from number of currency notes in the world where a Hologram has been used

He said” Brands are the biggest intangible assets of a company and are under constant threat of attack from various angles. These attacks can be in the form of counterfeiting, tampering, pilfering, etc. Brand counterfeiting requires specialized protection solutions and HOMAI member companies are well equipped to provide unique high security solutions.

He emphasised need to evolve a Total integrated approach for anti-counterfeiting:

1. Brand owners should take leadership in developing, implementing and reviewing brand protection strategy.
2. Develop a business plan considering counterfeiters like any other competitor, and taking actions to increase the share of the genuine brand against the counterfeiters. Regularly review the actions taken and improve based on market feedback.
3. Use *a secure* anti-counterfeiting device comprising overt, covert & forensic security feature from partners who are ethical and innovative. Examples of some devices are - security hologram seal and labels, tamper evident security films, light-sensitive ink designs etc.

President Pradip Shroff also informed that HOMAI has developed along with TUV Rhineland, a first in the world, Security and safety standards. The members will now work with TUV and audit their activities against these standards. This new initiative has been evolved to provide an independent assessment of the security system to enable customer select the best partner in developing and supplying solutions against counterfeiting.

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About HOMAI

The HOMAI is made of India leading producers and converters of holograms for anti-counterfeiting, brand protection, packaging, graphics and other commercial applications around the world. Today, HOMAI member companies are providing various solutions to protect more than 10,000 brands and states government's revenues in India.

About holograms

Today, Holograms are used by more than 90 issuing authorities on nearly 250 bank notes denominations worldwide. They are used in many currencies such as Euro, Canadian Dollar, Brazilian Real, British Pound, Japanese Yen, South Korean Won, Hong Kong Dollar etc. In India, Holograms are used in Excise labels, Identity Card, Pharma industry and FMCG.

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Photo caption: Pradip Shroff, President of the HOMAI