

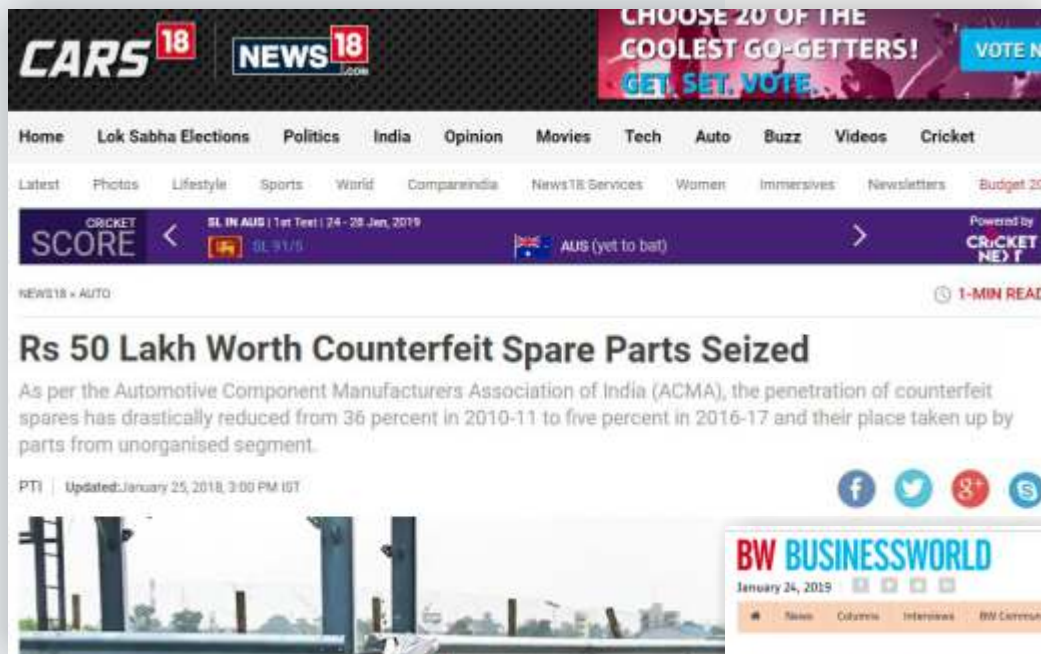
# COUNTERFEITS KILL!

Combat it with Authentication Solutions



## Use Authentication Solutions

- To empower consumer, enforcement and authorities in identification of genuine parts vs. fake parts
- To plug the deficiencies in supply chain
- To enhance the revenue and brand goodwill



“Tackling Counterfeit is the single biggest challenge facing the aftermarket today. While the aftermarket is estimated to be (worth) \$6.5 billion and growing, almost 36 percent of the components sold in the aftermarket are counterfeit. It is not very easy to identify counterfeits, added to this, consumer buying habits influenced by purchases without bills or invoices makes traceability difficult”.



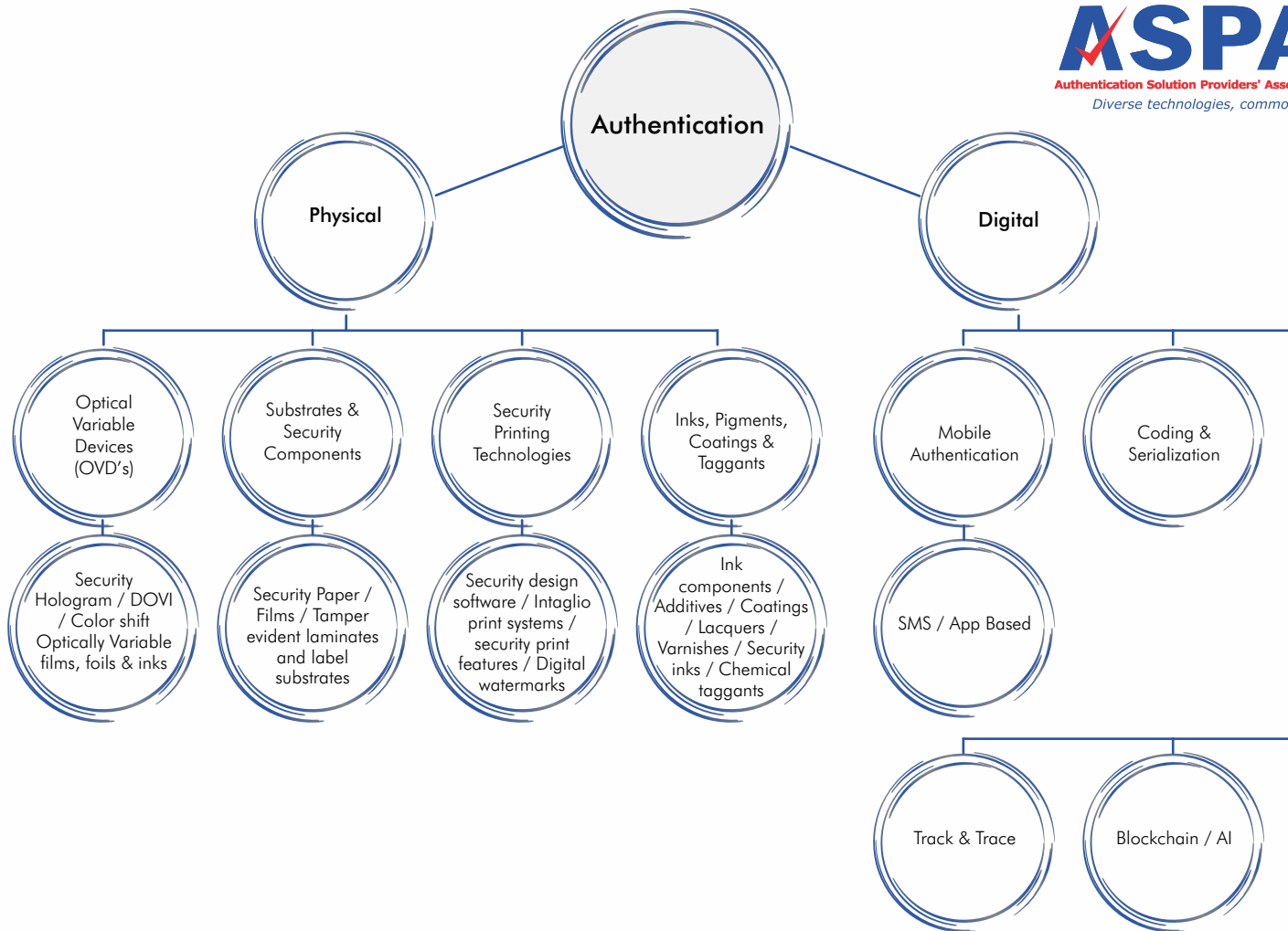
At this situation, we believe that you must be taking suitable action at your end. However, we just want to remind you that anti-counterfeiting technologies with combination of tracking technologies can play an important part in your anti-counterfeiting strategy in your fight against product counterfeiting.

*We hope you will consider using authentication technologies / solutions as your brand authentication partner. In case, if you required further information, please feel free to contact us. For more visit [www.aspglobal.com](http://www.aspglobal.com).*

**Fast-running parts like filters, condensers and spark plugs, brake linings, clutch facing, gaskets, seal and O-rings, ball bearings, PC linkages and fasteners are some of the products most vulnerable to counterfeiting, Each year, ACMA conducts almost 500 raids on retailers and dealers who stock fakes. Going forward, much more needs to be done at the legislative level to make this a cognizable offence, including awareness creation at the user’s end as also conducting raids to club this menace.**

In continuation of its effort to generate awareness about the disadvantages of counterfeiting and on the need for usage of genuine parts, ACMA has, since many years, been running the *Asli Nakli* campaign which educates people on the ways in which genuine products can be distinguished from their fakes and the implications of using fake products.

Source: ACMA, Auto News



## Identify the right security technology & vendor to curb counterfeiting in automotive components

The selection of a security technology is a complex process and necessitates the review of a number of factors regarding the role and implementation of the technology. Not all security technology solutions and features are appropriate for all applications. It is important to understand the strengths and limitations inherent to different technologies, as well as between similar features supplied by different manufacturers.

### 1. Purpose of using security technology:

The organisation needs to understand the purpose of using security technology. As a first step most organisations should assess the risk to their brand.

### 2. Selection of security technologies:

While selecting authentication solutions it is always recommended to adopt a layered approach combining use of overt, semi-covert, and / or covert technologies to provide a solution that is easy to identify and extremely difficult to replicate.

### 3. Selection of vendor4 providing authentication solutions

Once the solution is identified, the next stage is to identify an ethical vendor. The selection of vendor is as important as

selection of authentication solution. The ethical vendor will work as your authentication partner, will understand and identify your problem areas and concerns and will suggest the optimised solution. The brand owners can evaluate authentication solutions provider (vendor) on following parameters such as Good corporate practices , Innovative, Secure environment, Reference and experience, Member of trade association.

All effective solutions, broadly speaking, help in identifying and authenticating the original from counterfeit. They deepen the divide between genuine products and their counterfeits by making a genuine product distinguishable in some manner that is difficult to replicate using commercially available manufacturing processes. However, it is very important that a market surveillance program is in place, so that as soon as an infringement is identified, it is immediately tackled using administrative and/or legal recourse to punish the guilty.

We have no doubt that if the few points mentioned above are taken into consideration, the industry would be able to fight counterfeiting in an effective manner and protect innocent lives. We are happy to respond to any specific queries. You can contact us at [info@aspaglobal.com](mailto:info@aspaglobal.com).

# JOIN US FOR FIGHT AGAINST FAKES

## About ASPA

The Authentication Solution Providers' Association (ASPA) is a self-regulated, non-profit organization of authentication solution providers. Formed in 1998 with the objective to curb counterfeit products in various sectors, it is a one of its kind association in the world, primarily focused on the adoption and advancement of authentication technologies and solutions for brand, revenue and document protection. As an industry body of authentication solutions providers, ASPA encourage its members to adopt best practices, standards and usage of advanced technology in providing cost effective anti-counterfeiting solutions against counterfeiting. ASPA members protect over 15,000 brands worldwide through identification of genuine products and documents. ASPA works closely with global organisations such as International Hologram Manufacturers Association (IHMA), CII, FICCI CASCADE, Indian Beverage Association (IBA) & others.

For more information, visit us at [www.aspaglobal.com](http://www.aspaglobal.com)

## ASPA Trademarks and brands



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Glimpse from our current awareness campaign



The Authentication Forum 2018 inaugurated by Shri Suresh Prabhu Hon'ble Union Minister, Ministry of Commerce & Industry & Civil Aviation



ASPA's second Brand Protection Awareness Workshop at Hyderabad in October 2017



ASPA's first brand protection and Awareness Workshop at Indore in July 2017



The Authentication Forum, India's first conference of its kind was organised by ASPA in association with MFI at New Delhi where more than 200 delegates participated in February 2017