



# COUNTERFEITS KILL!

Combat it with Authentication Solutions



## Integrate Authentication solutions to fight counterfeits

- To safeguard farmers & consumers
- To empower all stakeholders in identification of genuine goods vs. fake goods
- To plug the deficiencies in supply chain
- To enhance the revenue, brand & country goodwill





Counterfeit pesticides industry in India is estimated as `3,200crore (US \$ 525 million) in 2013

Expected to a growth with 20 percent per annum in value terms and if not addressed, can reach to approximately 40 percent share by value in the pesticides industry by 2019

"The Crop protection industry in India has been facing major challenges like influx of counterfeiting of crop protection solutions, which affects food production, the health of farmers and consumers, and the overall environment. In India, spurious pesticides constitute 25 % of the pesticide market. The situation needs to be addressed to curb further proliferation. Stringent procedures are required by the customs to identify and analyse chemical compounds in the various entry points".

Source: CROP LIFE INDIA

To know more about Counterfeit News on pesticides Scan the code

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.aspaglobal.com](http://www.aspaglobal.com).

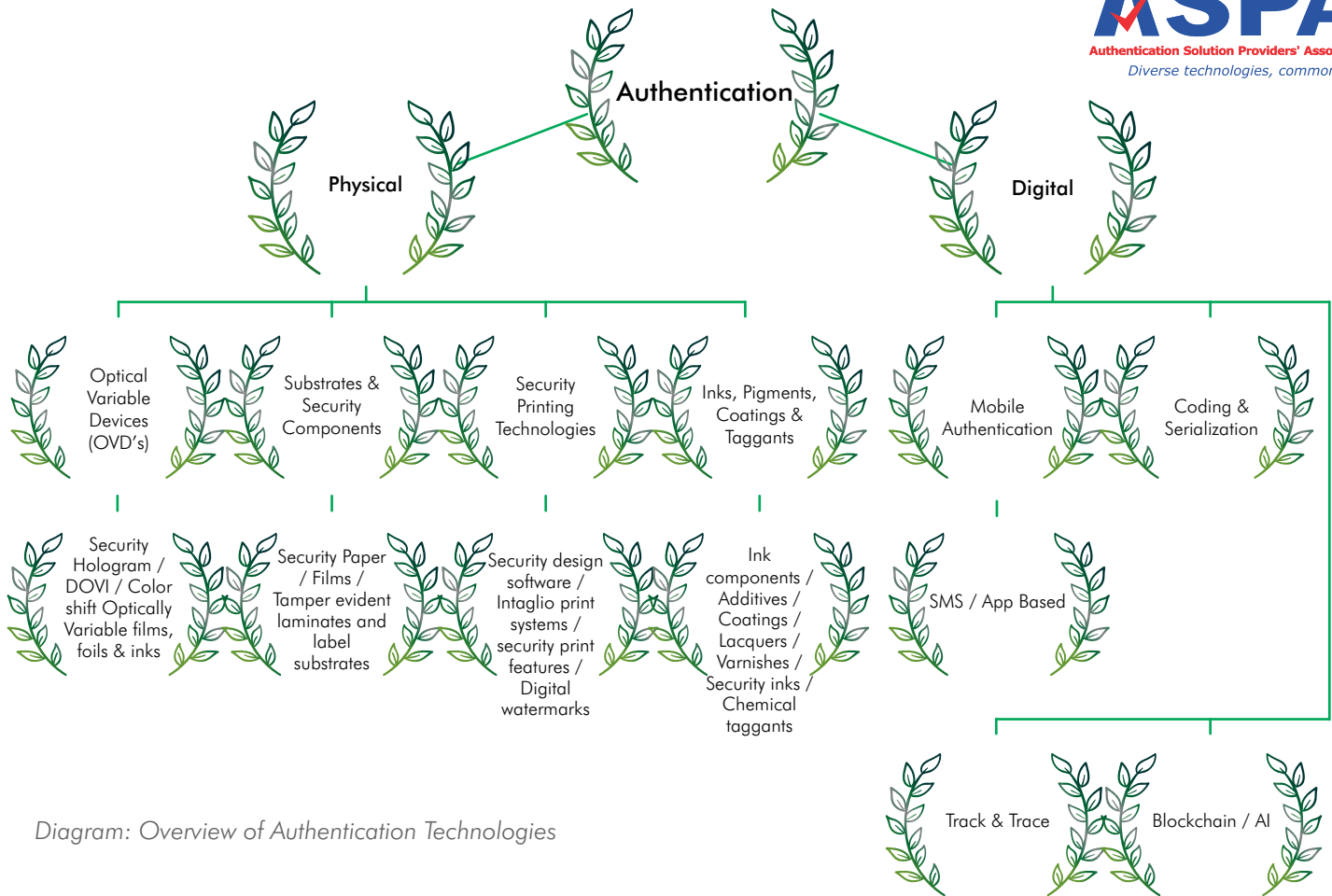


Diagram: Overview of Authentication Technologies

## 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 vendor 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 Crop protection industry would be able to fight counterfeiting in an effective manner and protect innocent lives. We are happy to respond to any specific queries.

For more information scan the QR code



# 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)

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

ASPA Trademarks and brands



### Authentication Solution Providers' Association

21-Ground Floor, Devika Tower 6, Nehru Place,  
 New Delhi-110019, India  
 GSTIN: 07AAAAH3405R1ZJ

☎ : +91 11 41617369  
 ✉ : [info@aspaglobal.com](mailto:info@aspaglobal.com)  
 🌐 : [www.aspaglobal.com](http://www.aspaglobal.com)

📘 : <https://facebook.com/aspaglobal>  
 🐦 : <https://twitter.com/aspaglobal>  
 🔗 : <https://linkedin.com/company/aspaglobal>

Registration No: 33947  
 Registered under: Societies Act "XXI" of 1860 on 1st December 1998

