



['SEAL OF AUTHENTICITY' /UFLEX & NESTLE INDIA]

TITLE	Uflex introduces a cost-efficient anti-counterfeiting solution for Nestle India
COMPANY / ORGANIZATION	
KEYWORDS	Anti-counterfeiting, brand protection, authenticity, security
INDUSTRY AREA(S) AFFECTED	Point of Purchase – Retail Commonly counterfeited products – clothing, electronics, food, liquor, medication
ISSUE ADDRESSED	<p>Coffee, including Nestle’s Nescafe, have become an increasingly common target for counterfeiting, using low quality coffee beans blended with filler ingredients. This poses a risk to consumers who can be exposed to potentially harmful fillers or substitutes used.</p> <p>Additionally, business is affected as it is estimated that the Indian fast-moving consumer goods counterfeit and smuggled goods market is \$10 billion annually.</p>
SOLUTION	<p>Uflex has developed a ‘Seal of Authenticity’ to protect Nestle India’s Nescafe Classic coffee brand. Engineered to be tamper-proof, the ‘Seal of Authenticity’ is a brand protection/anti-counterfeiting solution that has no impact on the product’s retail price.</p>  <p>The seal uses a 3D reflective lens image (which can only be replicated by Uflex) applied using transfer technology, and is touted as an ‘impregnable’ anti-counterfeiting solution by Uflex. Due to its simplicity and cost effectiveness, other brands have come forward requesting similar brand protection solutions.</p>
EXPECTED BENEFITS	<p>Preventing the distribution and sale of counterfeited Nescafe Classic and similar brands/products:</p> <p>The distinct holographic ‘Seal of Authenticity’ on Nescafe Classic products indicates the package is genuine, making it easier for consumers to identify counterfeits where the seal is absent. As well, these unique seals can only be replicated by Uflex, therefore counterfeiters will be unable to mimic these seals exactly, making fakes easy to spot.</p>
CASE LINK	<p>AIPIA, <i>Classic Coffee gets Seal of Authenticity</i> http://www.aipia.info/news-Classical-Coffee-gets-Seal-of-Authenticity-610.php</p> <p>Securing Industry, <i>Uflex protects Nescafe coffee in India with security seal</i> https://www.securindustry.com/food-and-beverage/uflex-protects-nescafe-coffee-in-india-with-security-seal/s104/a2894/#.V89ZxpgrKUK</p>
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