

COUNTERFEITING: A GENUINE PROBLEM

Counterfeiting is a well organized and sophisticated crime that takes a bite out of brand value and profit margins



Global counterfeiting accounts for a **\$323 Billion loss**

www.researchandmarkets.com/research/dctz2p/global_brand?w=12

Worldwide counterfeit goods on the rise

2017

\$1.2T

2022

Projected to be **\$2.3T**

iccwbo.org/media-wall/news-speeches/global-impacts-counterfeiting-piracy-reach-us4-2-trillion-2022/

CONSUMER TRUST LOST BY 66%

66% of Surveyed Consumers that unintentionally purchased counterfeit goods were less inclined to buy that brand again.

Independent research commissioned by Incopro

The counterfeit market for aftermarket auto parts is valued at nearly

\$12B per year

\$3B of that is in the US

34,143

Shipments of Goods seized

in 2017 by CBP* and ICE** for violation of Intellectual Property Rights

*U.S. Customs and Border Protection
**Immigration Customs Enforcement



oeconnection.com/blog/part-2-counterfeit-auto-parts-is-the-threat-real

In some parts of the world **1 in 2** alcohol drinks are illicit

Health risks are no joke



Methanol, present in many counterfeit spirits, can be deadly

www.safeproof.org/fake-alcohol-counterfeit-alcohol/



%

25

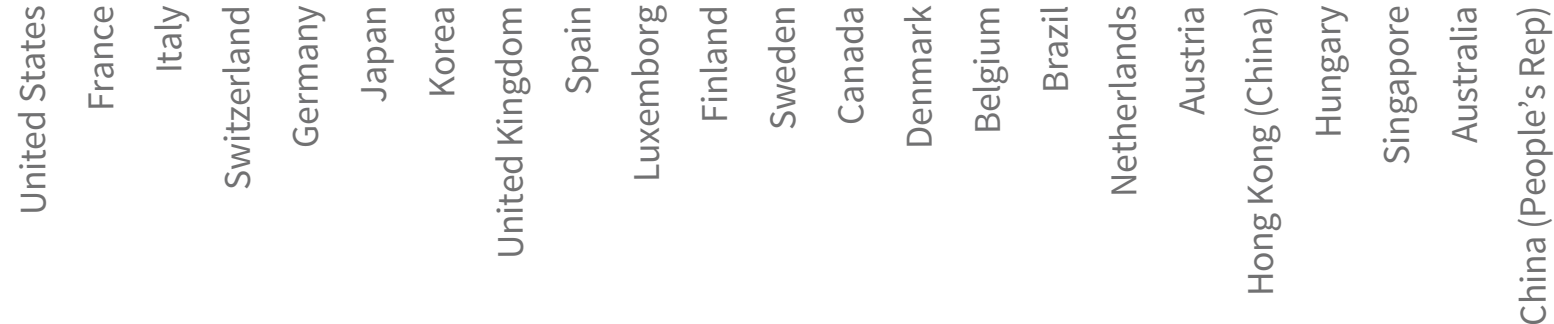
20

15

10

5

0



The threat is widespread

Counterfeit infiltration by country

www.oecd.org/governance/risk/trends-in-trade-in-counterfeit-and-pirated-goods-g2g9f533-en.htm



Loss of sales revenue and profit margin

Higher over production costs

Improper product warranty claims

Higher product liability claims

Brand and product reputation tarnished

<https://www.datadotdna.com/how-counterfeiting-can-destroy-your-brand-business/>

At **AUTHENTIC VISION**, we secure your products with our unique patented holographic fingerprint tag allowing customers to instantly authenticate your product with any smartphone.