

## War against counterfeiting heats up

LOCAL brand owners who want to protect products against counterfeiters can access world-class anti-counterfeiting technology through Nampak Flexible, thanks to a licensing agreement with US-based Document Security Systems (DSS).

The Nampak Flexible licence includes three DSS technologies – AuthentiGuard Block-Out, AuthentiGuard Pantograph 4000 and AuthentiGuard Prism.

The testing phase, completed prior to the agreement, formed part of a pilot exercise with Unilever, which had earlier been involved in a court case that saw several perpetrators brought to book for dealing in counterfeit Omo, Sunlight Liquid and Dawn lotion, valued at over R17,5 million.

Statistics show that counterfeiting costs the South African economy at least R2-billion/year and the crime is escalating.

'Sellers of genuine products incur the expense of developing products, obtaining licences to sell them, investing heavily in infrastructure and employing staff to assist in running their businesses. Counterfeit products – almost without exception – are sold at greatly reduced prices and are often passed-off as authentic because the packaging appears the same. This results in lost sales and lost profits, which eventually culminates in retrenchments and exacerbates unemployment,' Robin explains.

Apart from the clear economic impact, the use of counterfeit or 'fake' consumer goods poses a substantial danger to health and safety. Counterfeit food products are often of an inferior quality and have even been shown to be toxic on occasion.



PROFILE

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