

FREE GUIDE: BEAT COUNTERFEITS AS AN SMALL AND MEDIUM ENTERPRISES



TraceSecure
Smart Trace, Trusted Trade

Introduction to the Counterfeit Crisis

Welcome to *Beat Counterfeits as an SME*! Counterfeiting costs businesses billions annually—\$200 billion in pharmaceuticals and \$100 billion in luxury goods alone. For small and medium enterprises (SMEs), these fakes erode trust, cut profits, and risk customer safety. Whether you're a vaccine manufacturer in Southeast Asia or a luxury watch brand in Japan, protecting your supply chain is critical.

This guide shows how TraceSecure, a blockchain-based traceability platform, helps SMEs fight fakes affordably and easily—no tech expertise required. You'll learn:

- The scale of the counterfeit problem.
- How simple technology stops fakes.
- Why TraceSecure's solution (40-50% cheaper than competitors) is built for SMEs.
- How to start for free with our pilot program.

Take Action: Join our 6-month free Pro pilot at tracesecure.co and earn 100 \$TRACE rewards just for signing up!

The Cost of Counterfeits

Counterfeits aren't just a nuisance—they're a global crisis:

- **Pharmaceuticals:** Fake drugs cause \$200 billion in losses and endanger lives (e.g., 1 in 10 drugs in emerging markets is counterfeit).
- **Luxury Goods:** \$100 billion in annual losses from fake watches, handbags, and more—damaging brand reputation.
- **Consumer Trust:** 60% of consumers demand transparency in product origins, yet 70% of SMEs lack traceability tools.

Without action, SMEs face lost sales, legal risks, and unhappy customers. Real-time tracking and authentication are no longer optional—they're essential for compliance (e.g., EU Digital Product Passport) and growth.

TraceSecure Insight: Our platform uses secure digital records to verify every product, ensuring trust and compliance without breaking the bank.

Blockchain Made Simple

You don't need to be a tech expert to fight counterfeits. Blockchain is like a digital ledger—secure, transparent, and tamper-proof. Here's how it works for SMEs:

- **Digital Passports:** Each product gets a unique ID (like a QR code) to prove authenticity.
- **Real-Time Tracking:** IoT devices monitor conditions like temperature or location, perfect for vaccines or luxury goods.
- **No Expertise Needed:** TraceSecure's 5-minute onboarding and user-friendly dashboard make it easy.

Unlike complex solutions like VeChain or IBM Food Trust, TraceSecure is 40-50% cheaper and designed for SMEs with limited resources.

Case Study: A Southeast Asian pharma SME reduced counterfeit losses by 30% in 6 months using TraceSecure's digital passports.

Why Choose TraceSecure?

TraceSecure empowers SMEs with affordable, powerful tools:

- **Affordability:** Freemium model with Basic (\$49/mo) and Pro (\$99/mo) plans—40-50% cheaper than competitors.
- **Ease of Use:** 5-minute onboarding with a guided wizard (Signup, Profile, Tutorial, First Trace) and custodial wallets (no crypto knowledge needed).
- **Rewards:** Earn \$TRACE tokens (e.g., 100 for onboarding, 250 for first trace, 500 for referrals) to offset costs or reinvest.
- **IoT Integration:** Track temperature, location, or handling in real-time, ideal for vaccines or luxury goods.
- **Global Compliance:** Meet standards like the EU Digital Product Passport with secure, verifiable records.

Our pilot program offers 6 months of Pro for free—test it risk-free!

Get Started Today

Counterfeits threaten your business, but TraceSecure makes protection simple and affordable. Here's how to act now:

1. **Join the Waitlist:** Visit tracesecure.co and sign up for early access (takes 30 seconds).
2. **Download More Resources:** Get free templates and case studies at tracesecure.co/resources.
3. **Start the Pilot:** Try TraceSecure Pro free for 6 months and earn \$TRACE rewards from day one.
4. **Schedule a Demo:** Book a 15-minute call to see TraceSecure in action.

Why Wait? 60% of consumers want transparency, and TraceSecure delivers it. Join 1,000+ SMEs fighting fakes with our pilot by Q4 2025.

CTA: Go to tracesecure.co now to claim your free guide and pilot access. Earn 100 \$TRACE just for starting!