



Label 9420
No Char Sau Bessi



HOW TO STOP SALE OF FAKES OF YOUR GENUINE PRODUCTS

AN EASY DIGITAL SOLUTION



EXTENT OF PROBLEM OF FAKE

- The problem of fake/duplicate products is present across all industries and its extent varies from 5% to 40% depending on industry.

As per unofficial estimates the industry % FAKES

| | | |
|----------------------------|---|-------|
| • Pharma | = | 5-30 |
| • Packaged Eatables | = | 10-20 |
| • Luxury goods , liquors | = | 10-25 |
| • FMCG products | = | 5-35 |
| • Machinery and spares | = | 5-27 |
| • Audio/video CDs/DVD's | = | 5-30 |
| • Consumer electronics | = | 5-10 |
| • Computers, software's | = | 5-25 |
| • Important documentations | = | 5-10 |

[Refer FICCI report](#)



REASONS FOR SALE OF FAKE PRODUCTS

- ✗ **Economics:** As cost of producing fake is negligible as compared to original product, Sale of fakes generates huge profit to fake manufactures .
- ✗ **Un-Traceability:** From the Fake product , tracing fake producers is very difficult as there are no links or address on product packaging .
- ✗ **No means to check genuineness immediately:** There are presently no means available with ordinary buyer to know immediately at the time of purchase whether he has purchased original or fake . Buyer has to believe on shop owner to know genuineness of product at present . In most of the cases, fakes are sold through connivance of shop owner so ordinary buyer can not check genuineness of the product quickly.



EXISTING METHODS TO COMBAT FAKES

- Frequent change in design or packaging of product
- Selling only through authorized outlets
- Use of RFID tags
- Use of 2D/3D holograms
- Use of QR codes



SHORTCOMINGS IN EXISTING METHODS

FREQUENT CHANGE IN DESIGN & PACKAGING

- + Cost recurring expenditure
- + Confuses customer between fake and genuine Products, hence indirectly helps fakes
- + Customer can not preserve the brand image of the product in his mind due to frequent change in style and shape of packaging



SHORTCOMINGS IN EXISTING METHODS

2D/3D HOLOGRAMS

- + Customer does not know what is original hologram design. For them it is only shining sticker
- + Customers cannot differentiate between similar looking holograms (hologram of fake producer)
- + Similar looking holograms are very cheap to make helping fake producers



SHORTCOMINGS IN EXISTING METHODS

CHANNEL OF AUTHORISED SELLER

- + Limiting sales from company/authorised outlets, will reduce business.
- + Fakes are generally sold with connivance of retailers and hence channel of authorized seller is not very effective in preventing sale of fakes.

RFID TAGS

- + Costly Can not be applied for all products
- + Customer is not involved in checking process. Hence bad sellers or retailers can still sell fake



BASIC DEFICIENCY IN EXISTING METHODS

- ✘ Do not utilize the most important link i.e. Customer/purchaser in verification process.
- ✘ Not give result immediately.
- ✘ Do not establish direct communication with manufactures during verification process



CONCEPT OF LABEL9420

- Make each product unique by assigning it a unique id (13 digit number)
- Upload product particulars like product name, MRP, Manuf. Date, Expiry Date etc and unique id in command center.
- Involve customer in process of verification of product at the time of purchase
- Uses the modern digital technology to establish direct contact between manufacturer and customer.
- Use of sms, telephone, mobile, fax, email, web for instant result
- Customer will send unique id to command center by sms , web, phone and get the result of product verification



HOW IT WORKS

- ✗ One data command center is established.
- ✗ At the time of production one label is pasted on each product with unique codes under scratchable film (like in prepaid cards).
- ✗ Product particulars like Name , MRP, Date of Manufacturing , Date of Expiry are uploaded into command center by web based portal from manufacturer end corresponding to unique id



VERIFICATION METHOD

- ✘ At the time of purchase user will scratch the label and then sent unique code to data center by sms, phone, fax or email.
- ✘ Immediately upon receipt of query, purchaser will get reply from data center about product genuineness and other details if codes match.
- ✘ For codes mismatch or repeat, customer will be informed that product genuineness can not be guaranteed



For a fake manufacturer, the UNIQUE ID are not known to him so he has three choices –

- **CASE1** : Print random UNIQUE IDs on fake products.
- **CASE 2** : Copy one set of UNIQUE ID from original product and paste on multiple fake products.
- **CASE 3** : Copy original set of codes by buying original products and paste it on equal number of fake products.



HOW IT IDENTIFIES FAKES

Outcome of cases :

- In case 1, random unique id will not match with command center database and hence buyer will be informed product is not genuine
- In Case2 also, repeat unique id will not confirmed for multiple products by command center database and hence buyer will be informed product is not genuine
- In Case 3, the fake producers will have to incur full cost by purchasing original product to know the unique id, hence, it will not be financially profitable for him



ADVANTAGES

- + Due to instant verification, selling fakes will be almost impossible, hence fake manufacturer will not take risk of losing their money in bulk production of fake products .
- + Since purchaser is getting the result of his query instantly by Internet, Mobile Apps, Sms or Phone, the shop selling the fake product will be identified.
- + Due to loss of anonymity available to fake sellers, retailers/shops may not be ready to market such fake products for their own safety against legal action.



WHY CAN'T ALL MANUFACTURERS RUN VERIFICATION SERVICE

- If each manufacturer makes his own centre for verification , then buyers can not remember or save so many such numbers. Hence, buyers will use contact number printed on product package for verification. In that case fake manufacturer can also setup such verification centre and get their fake products confirmed .
- Buyers can easily remember one contact number by saving it in their phone for verification of all types of product .
- Further, only one data centre will prove economical for all manufacturer.
- Therefore LABEL9420 is providing this services for all products across industry.



LIMITATION

- ✗ It is successful only where purchaser wants to buy genuine and not fake.
- ✗ Manufacturer has to share its exact production sent to market.



- Your efforts in stopping fakes will also help society as you may save many citizens from ill effects of fakes which could even cost lives at times.
- This will also save our country's manufacturing sector.
- Come forward and contribute to country and protect yourself too.



HOW TO INCORPORATE IN YOUR EXISTING SETUP

MOVIE MANUFACTURER

STEP1 : OBTAIN UNIQUE ID AND PUT IT ON PRODUCT PACKAGING

- Option 1

Ask for preprinted labels from LABEL9420 and paste it on your product packaging automatically like hologram/sticker pasting.

- Option 2

Slightly modify your product print setup and print the unique id yourself and cover it with scratch layer by an applicator machine. Unique id will be provided online by LABEL 9420



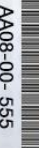
LABEL 9420
www.label9420.com

☎ 09664989420



Code-1: 93346

Code-2: XXXXXXXXXX



To verify, submit code1, code2 by Call / SMS / Email / Website, T&C apply

HOW TO INCORPORATE IN YOUR EXISTING SETUP

STEP 2 : UPLOAD PRODUCT PARTICULARS

- By very easy and fast Web Base Portal, fill the product particulars and Unique Id in Label9420 Command Center



www.label9420.com

PRODUCT NAME XYZ ball bearing

M.R.P 565

MFG. DATE 05/09/2012

EXP. DATE 10/09/2022

COMMENTS Thanks for using label9420 for the product: XYZ ball bearing

ENTER



WHAT WE DO

Seizes Fakes, Promotes The Genuine

1. Label 9420 is the simplest method to shield authentic products/brands, through a digital coding system on a scratch able sticker.
2. It is impossible for a person to decode it except the manufacturer and the service provider means Label9420.
3. Label9420 is a serious attempt to stop piracy and counterfeiting.
4. Label 9420 doesn't only protect a genuine product from the burgeoning market of fake products, but also provide an interface to connect the marketer with its valuable customers.
5. The Label9420 is a software-based authentication system to check the genuineness of products. Label 9420 is beneficial for manufacturers as well as consumers.
6. It is novel and deemed to be patented concept to fight against counterfeiting and protect the authentic products.
7. On the other it ensures consumers that they are buying authentic and safe products.
8. Now it has become possible to know the genuineness of an item by confirming through an SMS, Phone, web email or fax within a few seconds.



BENEFITS FOR REGISTRATION WITH US

- Regain the brand image tarnished by fakes.
- Discourage the expansion of grey/ parallel market.
- Saves the money and resources of the company usually incurs for frequent changes in packaging and holograms to fight against duplication.
- Improves the sale of the original brands.
- Helps in winning the trust and faith of the customers.
- Improves market reputation and helps in earning the confidence of stakeholders and business associates.
- Gives a cutting edge over competitors.
- Label 9420 makes a counterfeit product more costly than the selling price of a genuine brand.
- Improves the overall profitability of the manufacturer.
- No change in existing manufacturing process and does not require employment of additional staff.
- Due to no change in packaging , manufacturer are able to keep the “product image” intact in the minds of consumers for a long time.
- Convey the message that they care for their consumers.
- Verification services is available round the clock.





Attention! ALL MANUFACTURERS

Protect your products and business from

FAKES

Make your product packaging impossible to copy in
easy & inexpensive way



2D/3D Hologram – Not effective as consumers can not differentiate between original and similar looking fake hologram. Consumers also do not know the original design of hologram. For them it is only shining sticker.

QR code/ Barcode – Not effective as it can be easily copied by fake producers

- ★ 100% sure method to stop FAKES
- ★ No change in production setup
- ★ No additional manpower
- ★ Very low cost to implement
- ★ Need to print/paste a scratch label on product
- ★ Consumer can check product originality by unique code printed on labels by SMS, Phone, Website, Mobile App, free of cost.



Label9420
No Char Sau Bees!



BUY SAFE, SELL SAFE

Thanking you in Anticipation of your Response



Movie customer

Movie Manufacturer

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