COUNTERFEIT LUBRICANTS: SLIPPERY BUSINESS

2 days to counterfeit lubricants

MANUFACTURER’S INVESTMENT in the market and IS SABOTAGED by the rapid rise of counterfeit motor oil products

Counterfeit Lubricants Damage Entire Value Chain and Your Brand

BRAND DAMAGE

Your product does this

Your customers may think your product does this

Benefits of Genuine high quality oil

- High Performance
  - LUBRICATION prevents friction between moving parts
  - ENGINE COOLING carries away heat from moving parts
  - INHIBIT CORROSION extends life of your engine
  - IMPROVE SEALING promotes engine performance

Risks of Counterfeit low grade oil

- Damage Engine
  - ENGINE OVERHEATING lack of proper lubrication means metal parts rubbing together
  - ENGINE SEIZING as heat makes metal expand, moving parts will eventually expand so much that they can no longer move
  - ENGINE WARPING heat also warps metal, which damages its ability to function smoothly
  - REDUCED PERFORMANCE reduction in proper lubrication means metal parts rubbing together

...UNTIL NOW

Solutions from AUTHENTIC VISION help consumers and specialists identify authentic products and brand owners protect their market share

- SCAN PRODUCT with a simple smartphone app
- UNICORE HологRAPHIC FINGERPRINT TECHNOLOGY
  - INSTANT AUTHENTICATION with any smartphone identifies authentic or fake products in seconds
- CUSTOMER ENGAGEMENT
  - Learn about your products
  - Inspire consumers with your brand
  - Create engaging experiences
- SMART INSIGHTS
  - BUYER BEHAVIOR
    - Real-time customer data
    - Supports targeted consumer engagement
  - CUSTOMER ENGAGEMENT
    - Real-time fraud alert
    - Protecting low-end manufacturer

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COUNTERFEIT ACTIVITY

- Geolocation
- Real-time fraud alerts
- Focusing law enforcement resources

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PROTECT • ENGAGE • INSPIRE

Genuine high quality oil

- Benefits
- Risks

Adulterated/low grade oil

1. Reclaimed brand bottle
2. Adulterated/low grade oil

Closely copied label

INVESTMENT MANUFACTURER’S by the rapid rise of counterfeit motor oil products

Damage Entire Value Chain

ENGINE WARPING
- Heat also warps metal, which damages its ability to function smoothly

REDUCED PERFORMANCE
- Reduction in proper lubrication means metal parts rubbing together

ENGINE OVERHEATING
- Lack of proper lubrication means metal parts rubbing together

ENGINE SEIZING
- As heat makes metal expand, moving parts will eventually expand so much that they can no longer move

ENGINE WARping
- Heat also warps metal, which damages its ability to function smoothly

REDUCED PERFORMANCE
- Reduction in proper lubrication means metal parts rubbing together

Learn about your products

- Inspire consumers with your brand
- Create engaging experiences

CUSTOMER ENGAGEMENT

- Real-time fraud alert
- Protecting low-end manufacturer

BUYER BEHAVIOR

- Real-time customer data
- Supports targeted consumer engagement