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 for a $323 Billion loss

CONSUMER TRUST LOST BY 66%

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

The counterfeit market for aftermarket auto parts is valued at nearly $8B in the US and $12B per year.

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

Methanol, present in many counterfeit spirits, can be deadly.

The threat is widespread.

Impact to your brand:
- Loss of sales revenue and profit margin
- Higher over production costs
- Improper product warranty claims
- Higher product liability claims
- Brand and product reputation tarnished

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

Counterfeit infiltration by country:
- United States
- France
- Italy
- Switzerland
- Germany
- Japan
- Korea
- United Kingdom
- Spain
- Luxemborg
- Finland
- Sweden
- Canada
- Denmark
- Belgium
- Brazil
- Netherlands
- Hungary
- Singapore
- Australia
- China (People’s Rep)
- Hong Kong (China)
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