The growing problem of counterfeit agro-chemicals

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

Refilled brand bottles with substandard products
Falsified packaging with fake product
Unknown, unapproved and often illegal substances used
Health risk to farmers, consumers, and the environment

Profits undercut by a reputational and financial market

Counterfeit agro-chemicals undermine the value chain and your brand

Benefits of authentic agro-chemicals
- Safe: Meets key safety standards
- Effective: Delivers specified results to customers and end users
- Grow Markets: Protect investments and grow industries
- Build Customer Confidence: Enhance understanding of benefits and value

Risks of illicit agro-chemicals
- Unsafe: May expose end-users to dangerous chemicals
- Ineffective: Does not work as promised on the label or in promotions
- Damage Markets: Undermine profits of legitimate companies
- Destroys Customer Confidence: Damage end-user trust in the market and solutions

Counterfeiting operations can be highly sophisticated making it very difficult to distinguish between legitimate and counterfeit products.

Incline by a rapid undercut counterfeit market in the

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Solutions from Authentic Vision help consumers and specialists identify authentic products and brand owners protect their market share

Customer Engagement
- Unique holographic fingerprint technology
- Instant authentication with any smartphone
- End-users trust in the market and solutions

Brand Impact

...Until Now

Counterfeiting can be highly sophisticated, making it very difficult to distinguish between legitimate and counterfeit products.