



**SAFEGUARD YOUR  
CUSTOMERS AND BRAND  
FROM COUNTERFEITING**



Security and authentication for product labels has been common practice for years but has recently become a prime concern. Why are companies prioritizing these measures now?

There are increasing concerns about the rapid increase of counterfeit products and the likely impact on public health and the global marketplace. Eight to nine percent of trade around the world is impacted by product counterfeiting and tampering, making it one of the main points of pain for brand owners, says GlobeNewswire.

Businesses need to protect their brands and safeguard their products and brand values while maintaining and strengthening trust with customers. Resource Label Group can help!

## HOW BIG OF A PROBLEM IS COUNTERFEITING?

Trade in counterfeit and pirated goods is not a new problem but is rising steadily. Businesses both foreign and domestic have increasingly realized that falsified items are not just a problem for a few products and countries but for the entire world economy:

- Counterfeit and pirated goods was a \$3 trillion industry in 2022 and increasing, [says NC State University](#).
- Every year counterfeit goods, private goods and theft cost the American economy as much as \$600 billion, [according to the FBI](#).
- The counterfeit and pirated goods market as of 2019 was 3.3% of the world trade, [says the United States Patent and Trademark Office](#).
- Definitive figures are hard to nail down but [a joint EUIPO-OECD study](#) found that between 2017 and 2019, over 50% of counterfeit goods seized on entry to the

EU were related to online transactions.

Trade in fake goods is not a victimless crime. These fakes infringe on the trademarks, copyright and profits of a range of legitimate organizations and industries, including:

- Consumer electronics
- Food & Beverage
- Luxury cosmetics
- Medications

Counterfeit medical supplies, auto parts, toys, food and beverages, cosmetics brands and electronics also pose health and safety risks to consumers. From ineffective prescription drugs to fire hazards from poorly wired electronic goods, brands have to authenticate their products to protect their customers and reputation.

# END-TO-END BRAND PROTECTION

Implementing security and authenticity measures can be a struggle. [According to Harvard Business Review](#), luxury brands, especially, have invested heavily in solutions and strategies to authenticate their products but still face an uphill battle.

No amount of ultra-sophisticated tech solutions, lobbying of governments or spending tens of millions of dollars every year on litigation will protect brands and products alone. A competent and knowledgeable packaging partner will save you time and deliver cost savings with compliance, proof of traceability and the promise your product stays in its package.



## Compliance

Many industries are subject to regulatory requirements — some simple, others complex and all subject to change — and consumer packaged goods (CPG) are no exception. Some of these regulatory requirements include:

- All companies that sell products regulated by the Food and Drug Administration (FDA) are required to meet [tamper evident packaging guidelines](#).
- Pharmaceutical companies that have prescription drugs in their portfolio must provide these with two security features as of 9 February 2019 in accordance with the [Anti-Counterfeiting Directive 2011/62/EU](#).
- The Drug Supply Chain Security Act (DSCSA), which goes into effect November 27, 2023, will require that pharma products be validated at all points in the supply chain where custody changes. This regulation can be met with unique unit identification such as bar codes, QR codes or RFID.

Work with a partner that can help keep your labels up to government expectations. Find an expert with experience developing label solutions to meet government regulations and industry standards, such as FDA, EPA, OSHA, HCS and GHS requirements.

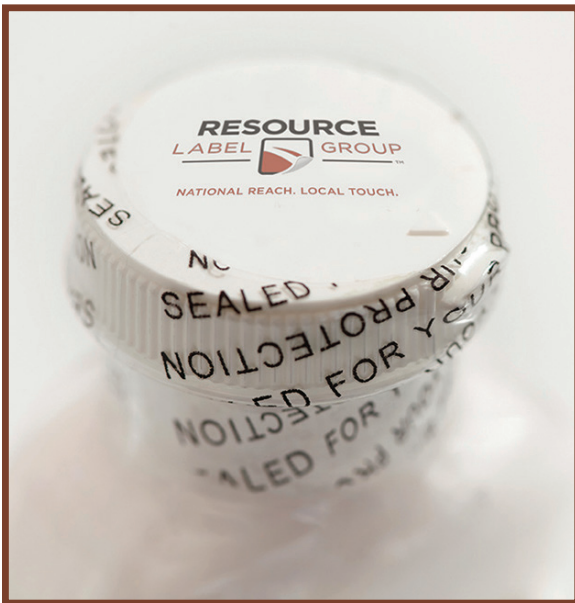


## Traceability

Global and supply chain disruption during the COVID-19 pandemic has resulted in higher consumer interest in traceable food on e-commerce platforms, [says the National Library of Medicine](#). Faced with these increasing concerns from the public about the source of their products, established brands know you gain consumer trust and keep confidence by being upfront and honest with tools and technology that help improve visibility and traceability.

This honesty can improve your bottom line as 71% of consumers are willing to pay average premium of 37% for products from companies that offer full transparency, [according to Chain Store Age](#).

## Safety



Most importantly, consumers need a guarantee your product has not been opened. Customers want to know what they're holding in their hands is safe from everything from consumer tampering to bioterrorism to product counterfeiting, [says Food Magazine](#).

Whether it's a tamper band and seal that let customers know nobody else has had their fingers in that bottle of vitamins or a hard-to-replicate hologram or die cut that tell them they're holding an authentic product, security measures let customers know they can trust your company.



# STAYING UP-TO-DATE WITH NEW CONSUMER PROTECTION LAW DEVELOPMENTS

The White House has launched the [U.S. Cyber Trust Mark program](#) in conjunction with the FCC and participating electronics manufacturers and retailers including Amazon, Best Buy, Cisco, Google, Qualcomm and Samsung.

This national labeling system for consumer connected devices to enhance transparency and boost security and privacy will take effect in late 2024, [per The Hill](#). Bearing this label signifies that a product meets the U.S. government’s cybersecurity requirements.

The system will address the core cybersecurity problem of how consumers can be sure their consumer devices are secure from possible cyber intrusions. These labels will serve to identify trustworthy internet and Bluetooth-connected devices, including:

- Baby monitors
- Home security cameras
- Smart appliances
- Locks
- TVs
- Microwaves

“As we’ve seen in other industries, labels like this can create powerful incentives for companies to improve the quality of their products,” [says Marta L. Tellado, the President and CEO of Consumer Reports](#). “They would give consumers a better understanding of how well a device protects their data, so they can exercise their power in selecting better products.”

Staying up-to-date with market trends and regulations is critical for securing your company. Work diligently to incorporate these new requirements into your labeling processes and techniques as you move into 2024 and beyond.





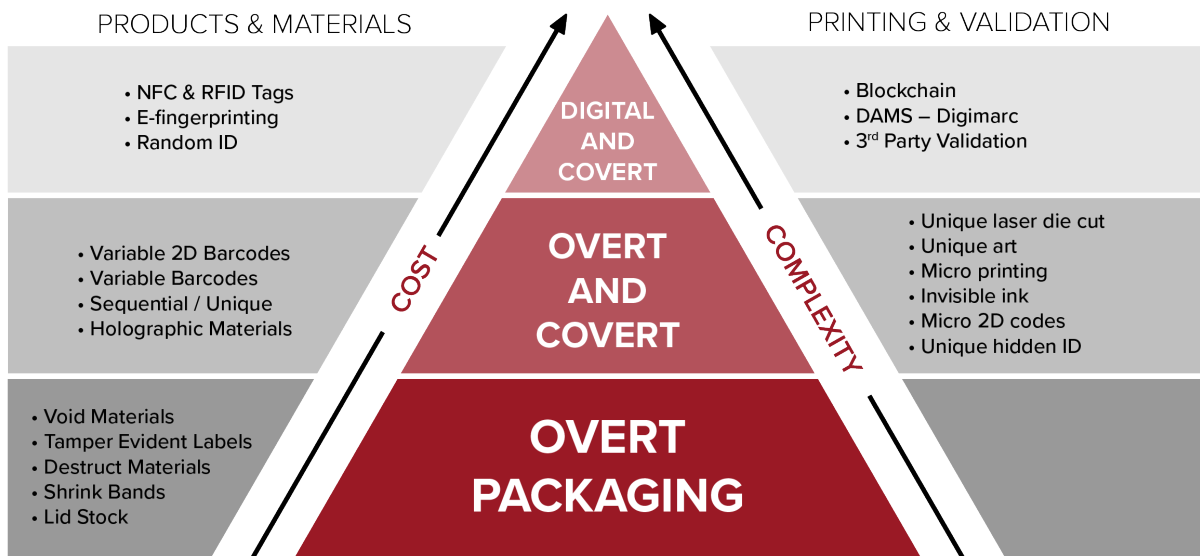
# HOW WE BUILD PROTECTION INTO YOUR PACKAGING

Resource Label Group can beef up your current packaging protection measures and security goals. We protect consumers and your brand with the latest anti-counterfeit capabilities, including:

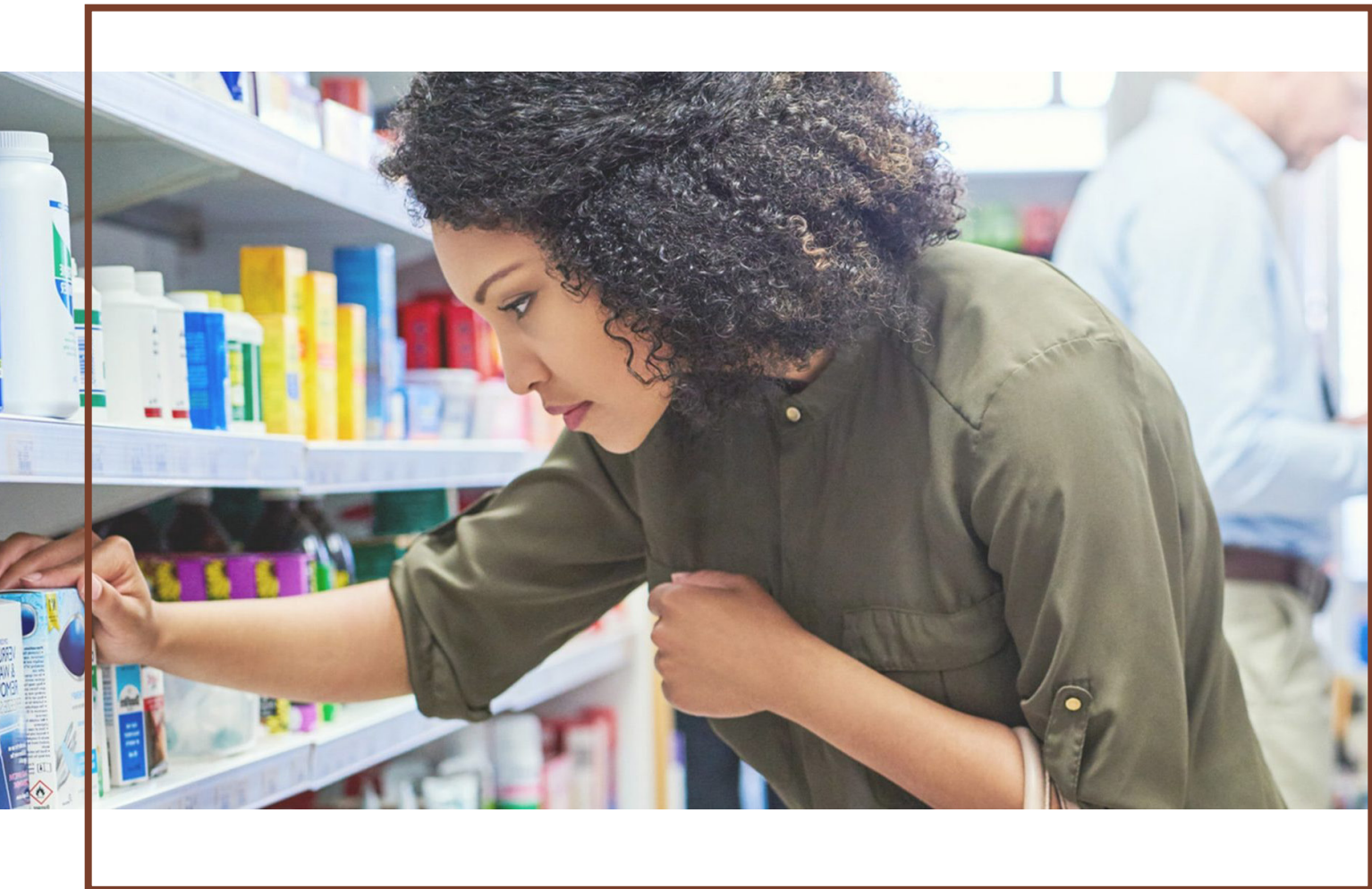
1. Tamper evident and anti-counterfeit packaging that brings consistency to your brand.
2. Expertise and understanding on the standards of regulations relating to product tampering.
3. Traceable labels with RFID (radio frequency identification) and NFC (near field communication) tags so you can authenticate products and follow them from the warehouse to the consumer.
4. A vast range of authentication solutions to protect your products and keep customers safe, including:
  - Tamper-evident shrink sleeves + full-graphic tamper bands
  - NFC and RFID smart labels and QR codes
  - Micro text and hologram or specialty foils
  - Indicators activated by temperature or light

## Security Pyramid - How Technology Can Be Practiced

Resource Label Group has designed a system for security and authentication based on the simplicity and elegance of the pyramid. Made up of three tiers of protective products and techniques, moving up the pyramid the focus transitions from the simplest, low-cost options to smart technologies.



- Overt packaging includes material-based and print-based security, with details noticeable to the consumer, such as tamper bands and visible embellishments
- Covert security elements, such as invisible ink, are hidden, and a combination of both overt and covert is difficult for counters to replicate
- Smart components, digital security and taggants, are not readily available to the naked eye at all



## **TAILOR-MADE SECURITY AND AUTHENTICATION SOLUTIONS**

Resource Label Group is here to maintain the integrity of your products, mitigate brand dilution, and guard against unauthorized use and access. We offer a wide variety of dynamic, custom-tailored packaging and labeling solutions. Contact our passionate team today to discuss your challenges and decide on next steps to meet your security and authentication needs.