

ANTI-COUNTERFEIT TAGS

*Saving the brand from unexpected forgery
enhancing profit margin*



There are lots of instances where companies end up losing revenue due to the presence of fake apparel manufacturers. This is rampant in almost every sector, including Apparel, FMCG, Healthcare, Electronics and many other industries. The hazard of piracy keeps lots of Top Brands on tenterhooks.

The unfortunate part is that counterfeiters have evolved with the time and have become capable enough to replicate company logos, tagline, and graphics with precision. This way they fool customers and make profits while genuine product makers report huge losses.



Losses

For apparel, it can be a highly profitable business. So, if a store can get hold of such duplicate lines of top brands, then it can make a much greater profit than usual. Also, the counterfeiting industry gains a lot because the fabric is cheap and flimsy and the production quality is heavily compromised, but they sell at a price comparable to the original brands.

This vicious cycle may seem impenetrable, but you can surely protect the brand from this debacle. The customers who buy it by paying a hefty price and discover that it is hardly worth the money will immediately turn away from you, and within a short period, you can lose a vast pool of customers. Since the law and enforcement are not yet strengthened as all the big brands and retail chains are demanding stricter government action, the onus is on the brands to save their name.



You cannot count on traditional product packaging and designs to thwart their evil schemes. To evade such possibilities from your company, it is time you resort to usage **Anti-counterfeit Tags**.

When the product is market having a **Holographic Clothing Tag** attached to it, it gains multiple benefits. By not worrying about the products getting lost in the crowd of fake and similar products in the market. Besides, the customers can find out the genuine products from counterfeit ones easily.



To identify a hologram embossment, buyers do not need to be tech savvy as such. Hologram Clothing Tags can be easily distinguished.

These clothing tags are very difficult to reproduce in exact form and safeguard your products from the risk of duplication.

Apart from visual identification, these clothing tags can be recognized by computers. This offers products an added level of safety.



With notable advancements in spheres of technology, a cost of Hologram Clothing Tags production has come down significantly. Also, can be used without trouble with a variety of products. If you belong to apparel manufacturing industry, Hologram Clothing Tags can be used with any of the product without any problem.



Lasersec Technologies can offer customized Hologram Clothing Tags in various sizes. Company symbol, logo, or name can be used within holographic tags. This gives the product a stamp of uniqueness. There is no need to worry about production cost hike owing to the inclusion of Holographic Tags with the products. We can mass produce these tags within a short span at a price that will not be a burden for you.



WE PROVIDE DIFFERENT HOLOGRAPHIC CLOTHING TAGS, SUCH AS HOLOGRAPHIC TAGS, ANTI-COUNTERFEIT LABEL TAGS, HOLOGRAPHIC BARCODE LABEL TAGS AND CUSTOMIZED CLOTHING TAGS.

CLOTHING TAGS or HOLOGRAPHIC TAGS

Tags are used for Apparel Industries which are basically from 110 GSM to 250 GSM Board. We can offer various Tags like Paper Tags, Self Adhesive Tags, Non-Terrible Tags with security features and also considered as a tangible and visible form of reminder for the consumer.



ANTI-COUNTERFEIT LABEL TAGS

We fuse running as well as registered holographic image into the labels which provide a genuineness of the product. We print tag with holographic effect and which provide ready to use anti-counterfeit label tags. We can also add other security features like Invisible Text (U.V & I.R Coding).



HOLOGRAPHIC BARCODE LABEL TAGS

We develop the labels using advanced technology and are reckoned for their high reliability, quality, attractive look, excellent adhesive property and durability. We offer different kinds of Barcode Label Tags like Plain Label, Barcode Label and Holographic Barcode Label which comes in different colors, sizes, shapes.



Holograms and Holographic Solutions provide a comfortable respite from the growing menace of counterfeiting. When you have a customized hologram designed, then you can surely resist the network of miscreants who are gaining in the industry by damaging your business illegally.

In fact, if there are some transactions under the table between the counterfeiters and some of your distributors, you can detect it easily since any tampering with the hologram leaves its mark on the product which can later be used as a forensic evidence. Fight counterfeiting by incorporating Holographic Clothing Tags! Visit <http://lasersec.in/apparel.html> for more information



About Lasersec Technologies

Lasersec Technologies is the leading manufacturer of holograms being used as an anti-counterfeiting device. We ensure a high-level secrecy and quality at each and every step right from production to delivery of products. We enjoy a wide network of branch offices in all the metro & major cities in India. We are also having business alliances outside the country in Bangladesh, Srilanka, Malaysia, Nepal, Europe & UK.