



Xact News

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>> Hello,

A common problem facing the brand owners today is brand theft. The product available in the market looks so convincingly authentic that it is difficult to distinguish between the fake and the real product.

In this issue of Xact News, read about the implications of brand theft, how self-adhesive labels can provide solutions to protect your brand, and the new intelligent RFID solution that can revolutionise the way brand owners protect and manage their products in the future.

If you are looking for bespoke brand protection solutions, read on to see how we can provide Xact and Xpert solutions to your problem.

And, can someone please tell the poor kid why the tree is not growing?

Hey, winter is fast approaching, have a cup of nice Oolong tea, keep yourself warm and send us your [feedback](#).

Cheers,

Marketing

Brand Theft



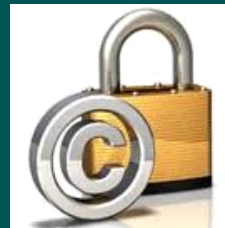
Brand theft, that is, illegal copying, duplicating and selling of branded goods – clothing, shoes, watches, toys, computer software, electrical goods, medicines, cosmetics, food products – all have significant implications on a firm.

It is usually done by replicating logos, branding and labels. Street markets, car boot sales and the Internet are some of the channels through which they find their way to the end consumer.

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Brand Protection Through Self-Adhesive Labels

A product label connects the manufacturer or the distributor of a product to its customers. The brand owners and the packaging and label printers need to come together and work more closely to build brand protection and security features into their packs and labels, and help better authenticate products, cut down counterfeiting, add to brand security and decrease brand theft or tampering.



Some of the solutions that can be adopted to protect your brand are:

- Include counterfeit deterrence, product authentication and brand protection technologies into the design of the label or packaging right from its inception
- Combine technologies to provide the most effective overall solutions
- Try and make each label or pack unique
- Keep ahead of the counterfeiters by changing the solutions used on a frequent basis

Some of the solutions available through labels are barcodes, consecutive or sequential numbering, security inks, optically variable inks, films and coatings, multi-layered labels, holograms and newer 'smart' options like biocodes, DNA and RFID.

Remember, all labels have to be designed, printed and go through a finishing process and can include some kind of a security feature.

[Click here to read more about Xact's self-adhesive solutions.](#)

Radio Frequency Identifier (RFID) - The New Way to Protect Your Brand



Management teams are constantly challenged to find solutions for brand protection and product security.

Self-adhesive labels today, can offer a range of options to counter



attack counterfeiters, duplicators and pirates including the new innovative solution called RFID, the most interactive technology making its impact in the world of packaging and labelling.

RFID technology is expected to become a part of our daily life in the future, just the way bar code technology did 40 years ago, bringing remarkable changes.

[Click here to read more about RFID.](#)

Meeting Your Xact Needs!

The impact of labels and packaging can make the difference between the success and failure of your product. With literally hundreds of different label materials and adhesives to choose from, you need one that not only helps you sell your product but also protect it from theft.

We understand the demands of your industry and have the experience and expertise to help you get it right. Some of the things we bear in mind to provide a unique solution are:

- Lifecycle of your label
- Performance of the label
- Economic solutions
- Delivery
- Flexibility – labels that flow with the shape of your product or packaging
- Eco-friendly labels

A 'customer-focused, service-oriented' philosophy has been the core of our existence. So, not only we provide our Xpert services and solutions to your challenging problems, we make it more convenient for you by having everything under one roof. Design, artworks, plates and dies are all managed in-house to meet the demanding times, and of course you own what you pay for.

Take advantage of our labelling experience. Call or email us now for bespoke solutions.

[Click here to email Xact or call 0800 xact4u.](#)

Who Will Tell The Poor Kid?



The Team at Xact Labelling

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