

5 Ways to Safeguard the Auto Spare Parts

**STOP
COUNTERFEIT**

**DO NOT
DUPLICATE**

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If you are tired of losing out on billions of rupees because a set of so-called independent distributors are passing off cheap, counterfeit auto parts claiming them to be original, then it is time you should resist them, whether you are a manufacturer or a consumer.



Lasersec Technologies thought to share some tips:

TIP 1: HOLOGRAM

The most important is a mark on a product i.e. **HOLOGRAM**. If it does not contain hologram or marking or barcodes or QR codes, it may probably be fake. So, don't be in a hurry while picking up a spare auto part. Carefully check before you go for a brand.



TIP 2: PRICE

The next important aspect is the **PRICE**. If the product has a hologram, but the price seems impossibly less, then you are surely being duped. The market is competitive for sure, but that does not mean prices will suddenly drop below a given line.



TIP 3: TRUST

Never trust any supplier with a reputation. Be it a distributor or a customer, the only person you can trust is someone who can show proof of authorization to the brand itself. Otherwise, don't fall for attractive deals.



TIP 4: PACKAGING

Packaging is the key too. If you see a flimsy package or a white cover, you are surely being handed over a fake product. Often, packages are also poor copies of the original with slight changes. So, watch out for them too.





TIP 5: BRAND

Always provide the brand you are looking for in your query.

Protecting the auto parts, hence, is a tricky business, unless you follow tips. You should understand each component of the supply line as well as the product carefully to seal off any leaky point through which the counterfeits can enter and spread their products.

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.

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