

# ALARMING GROWTH OF **FAKE** AUTO PARTS INDUSTRY



**Fake products**, often known as counterfeits, are something that pervades all industries to an extent. Fake notes, fake medicine, fake branding, etc. are insanely common nowadays. While some fake products harm

you economically, some may harm you fatally. Among them, a counterfeit in the automobile industry is a dangerous as well as a growing concern because not only does it affect a huge industry in significant ways, but also can destroy individual lives too.



The measures that government has adopted as of now has, needless to mention, has not been sufficient enough since one in four automobile parts are nowadays fake. While some of them may not have an impact immediately, some fake parts can damage the car on a short notice and can be the cause of the next road accident headline. The pervasive nature only calls for a solution that must be affirmed quickly.

***Counterfeit Practices***  
*contribute to*  
**20%**  
*of all accidents occurs in this country<sup>1</sup>*

<sup>1</sup>Not limited to personal cars but also trucks, SUVs and other heavy-carriage vehicles.

# HOW THE FAKE INDUSTRY FUNCTIONS?

Of course, such an industry runs underground and is never registered or taxed. Hence, tracing the players of the duplicate market can be tough. However, the industry is growing. Surely, no industry or no brand would want their name getting tarnished while some people make a huge amount of money using their name while evading tax.

While it may seem surprising since automobile parts undergo fatigue tests called OEM tests. However, such tests can be bypassed to get the product to the market. Often, these products have wrongly spelt names so that you cannot immediately identify them.

At a glance, the product may seem to be some reputed company, but they alter a letter or vary the logo a bit and deceive people. They use low-quality steel, instead of proper noise cancellation, you get low-quality protection, and there is no safety in using these products because they will never have a guarantee card or certificate.

Accounting for the largest of counterfeiting among all fake products.

Currently,  
it has almost

**1/3<sup>rd</sup>**

share regarding  
parts products





# THE GROWING SUCCESS OF COUNTERFEITS

The lack of awareness among buyers has played a crucial role in the spreading of fake products. Often, drivers, as well as car users, don't pay attention to the details, making it easy to pass fake products. Dealers are also involved in this racket as they sell the product by assuring novice customers that these products are cheaper and hence, better. People often believe that when the

packaging looks original, the product must be so too. However, nowadays, packaging has become so easy that even the best brands can be copied very quickly.

Hence, the authentication has to be made at the level of product and the package, so that there is a dual layer of security. As a user, it's hard to realise why an original product at the right price matters until the fateful day arrives when your car suffers a breakdown in the middle of the road, or worse, an accident. Often, people don't understand when the secondary products give a problem and blame it on the brand. For example, if your wiper gets damaged after a few months, then you would blame the company. But, only if your brake fails do you take the car to the repairing shop and realise there is a fake part involved in the debacle.

***However, such realisation can come a little too late and can have a huge impact on the reputation of your company.***



# GETTING RID OF COUNTERFEITS IS A POSSIBILITY

While it may seem that fake products have an empire of their own, they can be taken down if proper measures are taken. Holograms provide a brilliant opportunity in this regard. There are many levels of holographic security labels. You can opt for covert, overt as well as the forensic level of identification with such labels. The overt method is easily understandable by the eye and is there for the customer's help. Once the client sees the hologram and the familiar logo is identified, immediately it is possible to tell that this is a genuine product.

Covert methods of holographic practices are mostly meant for manufacturers since only they would know that there is a hidden text or image embossed on the product. So, the supply line can be secured using one of these possible devices. In short, there should be no loophole so that the fake products can enter the business. Create a unique hologram of your own, increase customer awareness about hologram and you will not suffer from revenue loss or tarnishing of brand image.



# LASERSEC TECHNOLOGIES TO THE RESCUE

It is why Lasersec Technologies offers you a wide range of holographic design for your company. If you are an automobile parts supplier or producer, a brand worth reckoning, then you would surely not want to be in the wrong book of customers all of a sudden just because some other company is using your brand name to gain a foothold in the market. ***Lasersec Technologies can tell you what kind of holographic design will suit you depending on your need and the kind of supply chain you are into currently.***

Holograms also enable you to pinpoint the culprits who make them forensic evidence. So, by hologram tampering, you can tell where in the supply line things may have gone wrong and then you can catch the miscreants who are part of this huge racket. In fact, such tampering can be presented in court as evidence too.



So, holograms are incredibly powerful not only as an authenticating method but also as forensic evidence. So, your business will now have a greater influx of cash, and you will know where your product goes and who buys them. Everyone in the supply chain now has to be accountable for anything which deters the players of the chain from engaging in any malpractice whatsoever. Your customers will also be happy to see that you care about their lives and that creates the strongest customer relationship possible.





# 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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