

Stopping The **Fake** Manufacturers On The Track: **Know- The Hows**



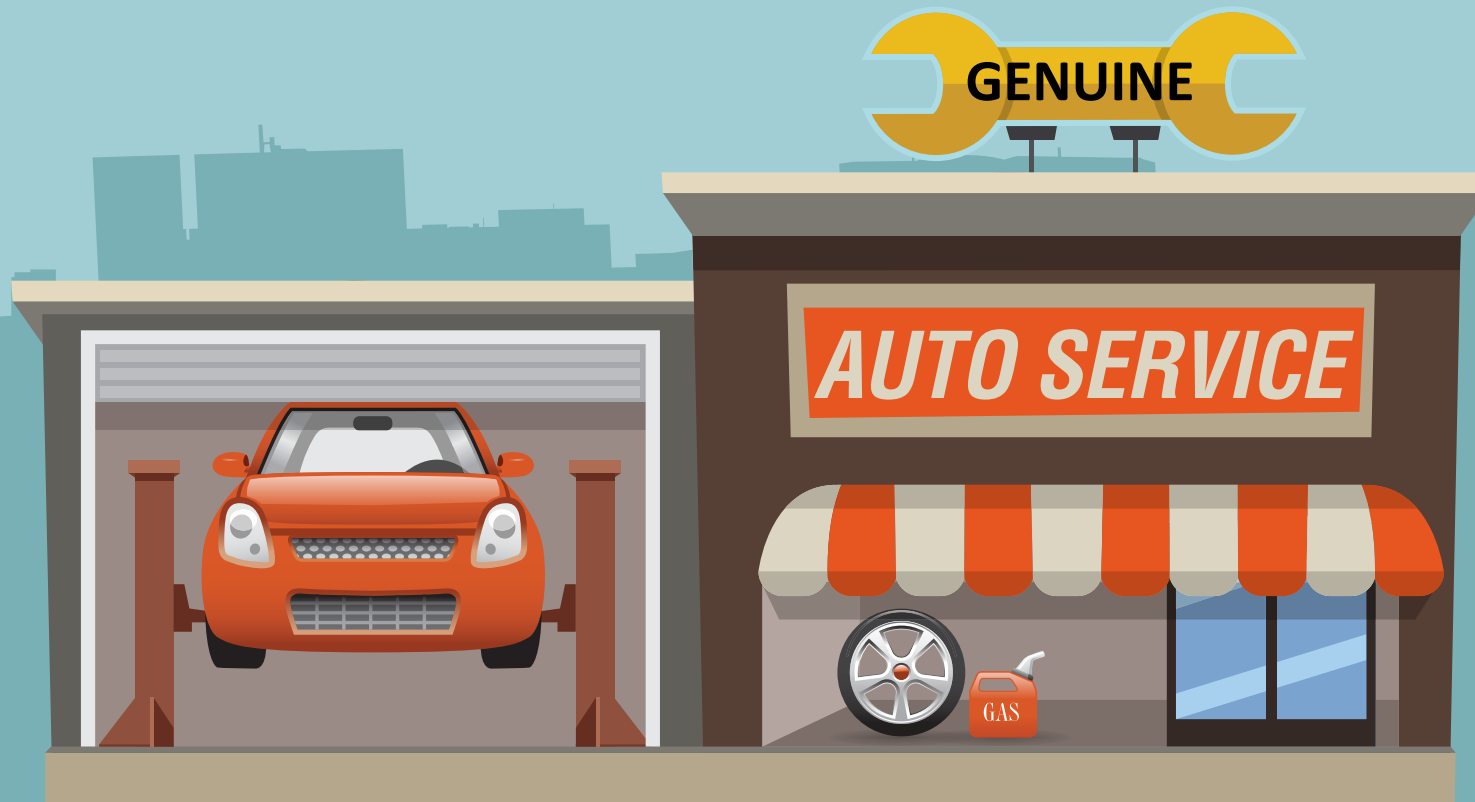
Fake manufacturers have taken over the market in the last few years, and unlike the car laws, there is little harnessing on these fake products of after sales. Not only does it spell doom for the brand awareness but can severely damage customer relationship if the customer ends up buying a duped product believing it to be original and then suffers an accident because of it.



Here are some useful advices for the companies:

ADVICE 1

Always advise your customers to buy from the authorized or branded stores and kiosks instead of the roadside shops. As roadside shops may take advantage of your ignorance from customers.



ADVICE 2:

Try to educate and explain the customers, the marks of authenticity in various auto parts, so that they can easily identify the fake spare parts been passed on. For any reason, if the customer has to buy from roadside shops, at least they won't be duped.



ADVICE 3:

Try using anti-counterfeit solutions in everything so that it becomes easy for customers to recognize the mark of authenticity. Visit <http://www.lasersec.in/automobile.html> for more information.



ADVICE 4:

Start raiding dealers to check if they have been indulged in such evil practices.





ADVICE 5:

Trace the movement of a product by using the QR code or Barcode scanning facility across the supply line. Visit http://www.lasersec.in/holographic_label.html for more information.

ADVICE 6:

Create rules & regulation for the company within legal boundaries to fight counterfeiting. Since the government does not impose rules as such, you can try to pursue the regulations by using existing copyright laws. If you can catch one and sue them, you can hunt the rest.



If you follow the aforementioned processes, you have just waged your call for resistance against counterfeiting. The country where the state is yet to take action, you should take steps that matters into your own hand for it goes beyond control.



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.