

ANTI-COUNTERFEIT SURVEILLANCE PROGRAM

Market Counterfeit Surveillance Program with Unique Solutions to Ensure Product Authenticity

The global counterfeit market represents 3.3% of global trade, leading to a loss of some 30 billion USD in the clothing market alone in 2020*. The shift of consumer habits towards online shopping creates more avenues for counterfeit products to reach consumers, presenting challenges for brands to protect their top line and reputation.

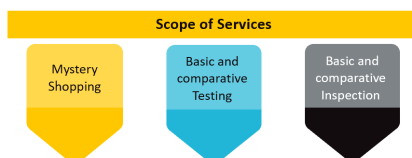


Overview

The global retail market and its growing demand call for retailers and consumers to find reliable sources addressing counterfeit products in-store and online. Despite efforts to thwart fake products through legislation and tightened measures; unregulated source materials, counterfeit goods, and inaccurate claims continue to pose a threat to genuine consumer products.

Intertek Solutions

Intertek's Anti-Counterfeit Surveillance Program is designed as a market surveillance program that includes existing counterfeit measures through conducting regular surveillance campaigns to monitor the online or offline marketplaces.



We offer three levels of assurance to filter out a large percentage of inferior products at each stage:

- Stage 1: Reception
- Stage 2: Basic Testing/Inspection
- Stage 3: Comparative Testing

Scope of Services

- Product sampling by Intertek through offline buying or mystery shopping to confirm the claim of suspicious and/or counterfeit products.
- Verification of product conformity by

visual inspections.

- Unique protocols and testing measures to assess product authenticity based on product type.
- Routine monitoring to verify certification and assessment history.
- Comprehensive reporting combining inspection, testing, and traceability assessment results of original authentic products with suspected counterfeit products to evaluate if the suspected products are counterfeit goods.

Additional Step of Assurance

When original products and suspected counterfeit products perform the same in all areas of assessment, SourceClear, our chain of custody platform solution can offer visibility of the supply chain map and traceability from raw material to the final product and distribution document checking.

Key Benefits

- Trusted Counterfeit Surveillance Program: Encompassed reception, visual inspection, testing, and traceability assessment services.
- Brands and Retailers: Hassle-free surveillance and management to mitigate risks of counterfeit products in the marketplace.
- Consumers: Improved consumer confidence and brand loyalty
- Global Expertise: World-class laboratories and ATIC services that ensure product authenticity online and offline.

Applicable Products

Consumer products such as apparel,

footwear, handbags, appliances, cosmetics and fragrances, and accessories.

Why Intertek?

Intertek's teams of experts are available across the globe to test, evaluate, and assess product authenticity through a single process. We provide a cohesive view to work against suspicious and/or counterfeit products at multiple touchpoints. Our market surveillance program is designed with unique protocols to assess product authenticity, which can help you make decisions, supported by real data about your suppliers, grey market actors, and online players.

FOR MORE INFORMATION

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