

## Case study – Brand Protection for FMCG

### FMCG COMPANY INCORPORATE SMART BRAND SECURITY SOLUTION ONTO PRODUCTS FOR ASIAN MARKET

How is Nabcore able to help Fast Moving Consumer Goods (FMCG) company to prevent loss revenue due to fakes, and regain market share?

#### CHALLENGE:

To incorporate authentication solution for easy consumer verification onto over 100 million product packaging without disrupting current production.

#### PROFILE OF CUSTOMER:

A FMCG brand of products that promises to provide quality, good value products for consumers in the lifestyle sector. Their products are being distributed across South-East Asia. Due to their good value proposition, the products are often being counterfeited across S.E Asia region. Consumers have difficulties to determine the genuine ones from fakes in the market.

#### THE BUSINESS ISSUES:

- Lack of verification features on the product for consumers to authenticate
- Lack of visibility in Supply Chain distributions.
- Loss of rightful revenue and market share due to counterfeits

#### CHALLENGES:

- Large and Fast volume production makes it difficult to implement conventional Brand protection solution without disrupting operations.
- Cost effectiveness is needed due to high volume.

## SOLUTIONS:

Nabcore has worked to design and implement suitable brand security solution onto individual products without affecting the operations for large volume production.

### Product Authentication

By introducing unique security ID feature: The **Anti-Copy QR code**, we work with customer's appointed printer to print onto each product packaging. This allows consumers to easily scan to verify their purchase with their mobile phones.

## AR code vs QR code

### Anti-Copy QR code (AR code)



Company Name  
can be added

- Visual Appearance is different from normal QR code (Can be customised). **Patented** Watermark feature.
- Highly Secure with Bank Graded Security: **Anti-copy and Anti-counterfeit**. Authenticate with specific App.
- **Suitable for: Printing directly onto important document, product packaging. OR E-document.** Meant primarily for multiple times of quick authentication.
- Able to have unique ID code for the packs. (Offset or Digital printing required). This allow for **Track & Trace to be implemented**.

### QR code



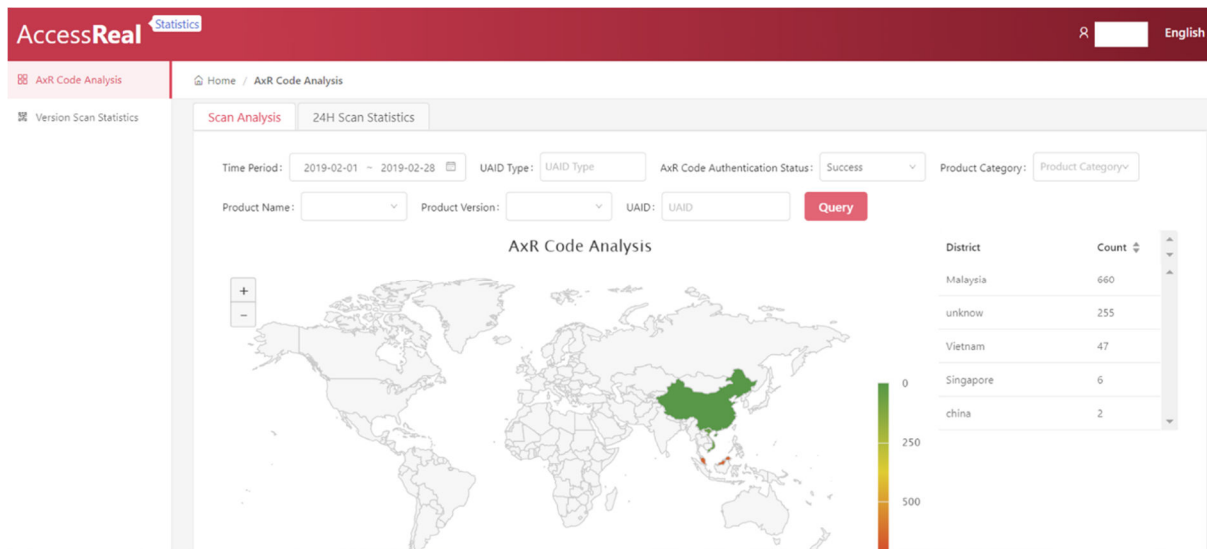
- Normal QR code can be copied or simulated to point to a fake website.
- Even with encryption, QR code can still be copy to simulate to be real.
- Needs to direct user device to a website, mobile-site or another application. Unable to provide direct authentication/content upon scan.
- Does not allow authentication and track & trace.

The AR code is incorporated into the design of the packaging and printed as per normal artwork using offset machine needed for high volume operations. The requirement for printing the AR code is at least 200 lines per inch (for offset printer) or 600 dpi (for digital printer).

This requirement is achievable for the FMCG's printing house as they are considered basic resolution and falls within the printing machines capability. Hence, there is no additional process step needed in implement our AR code solution.

## Supply Chain Visibility

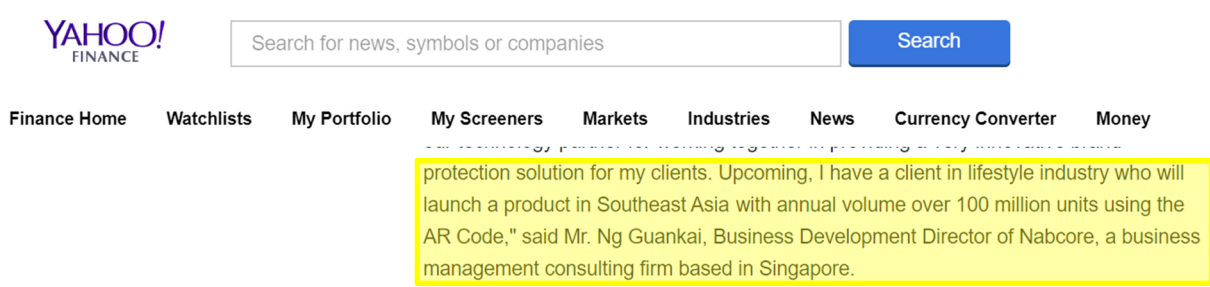
When consumers scanned fake FMCG products with **copied** QR code, the locations can be detected and display in the heatmap (as below) down to the street level. The FMCG company would be able to analyse and gain visibility on where the fake products are primarily at. This gives insights to where potential fake products are being manufactured and/or sold.



## WHY NABCORE:

- Nabcore specializes in designing, providing and implementing Smart Applications for Brand Protection, Supply Chain Visibility, Consumer Engagement across Asia.
- As an integrated solution provider, we have deep understanding on the issues of counterfeiting and grey marketing in the region. These issues are multi-faceted. Hence, an interlocking solution to prevent loss of rightful revenue, brand erosion and product liability.
- We value our customer and will go all out to ensure our customers are satisfied. We constantly upgrade the solution implemented to ensure smarter solutions, Empower big data analysis, Strengthen consumer engagement and Increase sales for brand owner.

## NEWS ARTICLE REPORT HIGHLIGHTS:



The image shows a screenshot of a Yahoo! Finance news article. The Yahoo! Finance logo is in the top left. A search bar with the text "Search for news, symbols or companies" and a blue "Search" button is in the top right. Below the search bar is a navigation menu with links: Finance Home, Watchlists, My Portfolio, My Screeners, Markets, Industries, News, Currency Converter, and Money. The main content area contains a yellow-highlighted text snippet: "protection solution for my clients. Upcoming, I have a client in lifestyle industry who will launch a product in Southeast Asia with annual volume over 100 million units using the AR Code," said Mr. Ng Guankai, Business Development Director of Nabcore, a business management consulting firm based in Singapore.

Here is a video link on the demo of AR code: <http://bit.ly/anticopycode>

Further details about Nabcore solutions are available at [www.nabcore.com](http://www.nabcore.com). To reach us, please email us at [contact@nabcore.com](mailto:contact@nabcore.com).