

“Anti-Counterfeiting Measures”

Chapter 3. Activities by Japanese Enterprises to Eliminate Counterfeits

Prevention of counterfeiting

(Sakura)

Practical actions to stop counterfeiting include managing your OEM contract factories, affixing hologram seals, and implementing a combination of counterfeit prevention measures.

(Narrator)

When making an OEM contract to have your brand products manufactured by an overseas factory, it is important to strengthen management of manufacturing processes as well as product quality control, in order to prevent the distribution of counterfeits.

(Narrator)

A typical method to ensure that genuine goods can be easily distinguished from counterfeit goods is to affix a hologram seal.

(Narrator)

In recent years, reports indicate that affixing hologram seals to boxes of products has succeeded in simplifying customs inspections.

(Narrator)

Counterfeiters are now so skillful at imitating genuine goods that single measures are no longer adequate. Many manufacturers report that they are now employing a combination of anti-counterfeiting measures.