



Securing Textile Products with Tamper-Evident Holographic Labels

Executive Summary:

Faced with increasing counterfeit threats in local markets, Amanat Shah adopted Holostik's **advanced self-destructive holographic labels**. The solution delivered **instant tamper detection, visual security, and digital verification**—helping protect brand integrity and customer trust.

Challenges:

Amanat Shah previously used standard product tags, which lacked robust security and were easily duplicated. As counterfeit products began surfacing in key markets, the brand faced **revenue loss, customer complaints, and damage to its reputation**.

To resolve this, they needed a **tamper-proof, visually distinct, and digitally verifiable solution** to protect products and **ensure market authenticity**.



How the Product Helped:

Holostik implemented a **self-destructive holographic label** with layered optical features like **Pillar of Light and 2D/3D depth**, along with a **QR code for digital verification**. The **tamper-evident film left an imprint on the fabric, preventing label reuse and making counterfeiting visibly detectable**.



Results & Future Plans:

The brand saw an **immediate drop in counterfeit complaints** and **improved trust among retailers and end users**. With secure authentication now in place, Amanat Shah plans to extend the solution to its entire product range and enhance customer interaction through QR-based engagement.



Testimonial:

"Holostik's solution was a game-changer. The labels not only elevated our packaging but gave us the confidence that our products are secure in the market. Our customers now trust what they buy."

Managing Director, Amanat Shah

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