



Safeguarding Automotive Spare Parts with **Tamper-Proof Security Labels**

Executive Summary:

Facing a surge in counterfeit spare parts, a reputed automobile component manufacturer partnered with Holostik to deploy tamper-proof holographic labels integrated with digital authentication. The solution protected part authenticity, ensured dealer trust, and improved brand recall.

Challenges:

The brand was battling **fake parts infiltrating the aftermarket**, especially brake pads, filters, and belts. These lookalike products not only eroded trust but also posed serious safety risks.

The company needed a **tamper-proof, easy-to-verify** system for both dealers and end users.



How the Product Helped:

Holostik supplied high-security holographic labels featuring **3D optical elements, guilloche patterns, and a digital QR code**. These labels were designed to self-destruct on tampering and allowed **real-time verification** via mobile scan.

The digital backend tracked scans by location, giving insights into counterfeiting hotspots.



Results & Future Plans:

1. **90% drop in duplication** reports within six months
2. Improved trust across distribution network
3. Enhanced traceability across supply chain
4. Planning to scale this solution further with warranty and loyalty integrations



Testimonial:

"Partnering with Holostik has been a game-changer for our aftermarket operations. The real-time scan data and supply chain insights have helped us stay one step ahead of duplication threats."

Head of Aftermarket Sales, Automobile Industry

Registered & Corporate Office:

Holostik India Limited
F-9 Okhla Industrial Area,
Phase-1, New Delhi-110020
☎ +91-9905-124-124

For business enquiries:
marcom@holostik.com
www.holostik.com

#holostik

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