



Protecting FMCG Products with Tamper-Evident Holographic Labels

Executive Summary:

To combat rising duplication in urban and rural retail markets, a leading FMCG brand implemented Holostik's self-destructive holographic labels. The solution enabled instant tamper visibility and product authentication—reinforcing consumer trust and reducing fake product circulation.

Challenges:

The brand was using generic packaging without any authentication layer. Counterfeiters were replicating packaging, especially in tier-2 and tier-3 cities, resulting in falling sales, consumer mistrust, and a risk to health and safety.

They needed a solution that was **cost-effective, secure, and scalable**.



How the Product Helped:

Holostik introduced tamper-evident holographic labels embedded with advanced visual features like kinetic effects and nano text, plus a **QR code for real-time authentication**. Once applied, the label couldn't be reused or tampered with without leaving visible damage—ensuring product genuineness.



Results & Future Plans:

Fake product complaints dropped by over 70% within the first quarter. The QR code also enabled consumer engagement and geo-tracking of products.

The brand now plans to integrate reward-based loyalty programs using the same QR layer.



Testimonial:

"Holostik's phygital labels secured our products and re-established consumer trust. It's a vital step in safeguarding our brand."

Head of Packaging, Leading FMCG Brand

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

#holostik

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