



# Protecting Sports Gear with Tamper-Proof Holographic Labels

## Executive Summary:

To tackle the rising threat of counterfeit liquor in the supply chain, a reputed alcohol brand deployed Holostik's tamper-proof holographic labels. The solution ensured bottle-level authenticity, prevented tax evasion, and safeguarded consumer health.

## Challenges:

The brand was facing widespread issues of **refilled and fake liquor bottles** being sold under its name, especially in grey markets and small retailers. These counterfeits posed serious **health risks, brand damage, and regulatory challenges**.

The brand needed a **tamper-evident and easy-to-authenticate solution** that worked across SKUs and regions.



## How the Product Helped:

Holostik implemented **self-destructive holographic neck labels and tax stamps** with optical features like **latent images, microtext, and 3D movement**. A QR code enabled consumers, retailers, and excise officials to **verify bottle authenticity instantly**.



## Results & Future Plans:

1. **Sharp drop in duplicate bottle circulation**
2. Improved compliance with excise authorities
3. Higher consumer confidence and brand loyalty

Next, the brand aims to integrate **QR-based loyalty and age verification mechanisms** for premium ranges.



## Testimonial:

"Holostik's solution not only protected our brand from fakes but also helped us strengthen our relationship with

GM - Quality Assurance, Leading Liquor Brand

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