



# Securing Educational Products with Anti-Counterfeit Holographic Security

## Executive Summary:

To counter the growing issue of fake notebooks and exam materials, a well-known stationery brand partnered with Holostik to use tamper-evident holographic labels. This ensured product authenticity, protected brand reputation, and safeguarded student trust.

## Challenges:

The brand noticed a rise in **duplicate notebooks, textbooks, and exam pads** bearing their name—especially in local wholesale markets. These fakes were of poor quality and impacted the brand's image.

They needed a visible, **tamper-proof security solution** that would help students and retailers easily identify genuine products.



## How the Product Helped:

Holostik introduced **custom holographic labels with optical features** like microtext, kinetic movement, and covert images. A **QR code was added** to allow parents and students to **verify authenticity with a scan**, boosting trust and market control.



## Results & Future Plans:

1. **Sharp decline in counterfeit reports** from key markets
2. Enhanced trust among schools, parents, and retailers
3. Strengthened market share in education hubs

The brand now plans to launch **QR-based student reward campaigns** through the same label



## Testimonial:

"Thanks to Holostik, our products are now secure, and our customers know they're getting the real deal."

Director, Leading Stationery Manufacturer

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