



Protecting Sports Gear with High Security Holographic Labels

Executive Summary:

To combat counterfeit sports gear in online and offline markets, a premium sports & fitness brand deployed Holostik's high security holographic labels. The solution ensured product originality, built consumer trust, and prevented brand dilution.

Challenges:

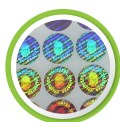
The brand was struggling with **lookalike gym accessories, apparel, and supplements** entering the market under its name. These counterfeits not only **hurt sales** but also posed a **risk to user safety and performance credibility**.

They required a non-clonable, visible, and easy-to-verify solution to protect their reputation.



How the Product Helped:

Holostik delivered **high security holographic labels** with 2D/3D depth, kinetic movement, and **QR code-enabled authentication**. Once applied, these labels couldn't be removed or reused, helping customers and resellers instantly identify genuine products.



Results & Future Plans:

1. Over **85% reduction** in counterfeit-related complaints
2. Surge in direct scan-based consumer verifications
3. Improved sales in Tier 2/3 cities due to visible brand protection

The brand is now expanding the solution to **limited-edition collections and athlete-signed merchandise**.



Testimonial:

"With Holostik's labels, we've finally taken control of our brand presence—offline and online."

Head of Marketing, Premium Sports 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
www.holostik.com

#holostik

Follow us on:     