



FOR PREMIUM BRANDS

# Premium Protection for Premium Brands

A premium brand's image is its greatest asset, integrally tied to consumer perception and value. With the highest standards for quality and integrity, premium brands must achieve reproducible excellence, with no compromises. At the same time, as malicious actors attempt to undermine prestige through counterfeiting and gray market diversion, brands must also prevent subpar duplicates from reaching the market by putting safeguards in place throughout the product lifecycle.



## The Challenges

With the production of luxury goods comes a host of complex challenges. Following are the top four obstacles premium brands face:

### Preserving Brand Equity

The value of a premium good rests in the perception of its name. When investing in a luxury good, customers are often not only looking for superior quality, but also the social perception affiliated with ownership of a name brand. Paramount to delivering high-quality prestige goods is achieving the universal traceability needed to prove a purchased product is a bona fide good—rather than a shoddy fake. Yet, doing so in today's distributed supply chain is often easier said than done.

### Preventing Counterfeiting Efforts

In today's advanced threat landscape, operators face a diverse range of counterfeiting attempts, many of which are highly sophisticated in nature. From the rise of e-commerce, which provides counterfeiters a ready platform to fool buyers, to gray markets that exclusively sell fake goods, brands require product-level authentication to differentiate the genuine goods from the falsified. Such efforts require a two-pronged approach to preventing counterfeiting, one that pairs the best in high-security printed labels and anti-counterfeiting technology to ensure integrity on a global scale.

### Closing-Off Gray Market Diversion Points

The sad reality is, not all counterfeiting efforts originate outside the supply chain. Many take place inside factory walls. As a result, organizations must account for products diverted by operators off the factory floor and into gray markets. With ill-intentioned actors taking a cut out of profitability and brand equity, companies are called to shut down gray market diversion points before they become lasting patterns of compromise. Yet, with billions of products traveling throughout the supply chain, organizations are challenged merely to store product-level records, let alone recognize if and where a product fell off the grid.

### Upholding Universal Quality Control

Premium brands rest on their superior quality. From high-grade materials to precision manufacturing, they are held to a higher standard than the average good, with a single defect making a lasting impact on brand equity. To deliver on standards for excellence across every good, organizations must be able to verify claims in regards to materials used, origin, or production process across all products and facilities.

# The Solution

For nearly a century, Ashton Potter has served compliance-driven businesses around the world. Today, we own the entire premium brand supply chain security process—ranging from the tamper-proof label, to the product security technology, to the data management system—and leverage partnerships with our Gold Integration Partners to cost-effectively augment and extend existing enterprise systems and processes.

## Serialized Identities, To Know and Do More

Ashton Potter empowers premium brand manufacturers to authenticate goods at every stage of the product lifecycle through its tamper-proof labeling solution that assigns individualized identities to every product and batch. Drawing upon years of experience in the high security printing space, Ashton Potter applies an array of anti-counterfeiting printing techniques to its secure labels, including overt, covert, and forensic, and affixes labels to products on the factory floor.

Highly scalable to billions of records, Ashton Potter's advanced labeling solutions enable premium brands to prevent falsification or diversion in real time, leaving manufacturers assured about the authenticity and integrity of each good.

## Cross-Supply Chain Traceability

Ashton Potter pairs its serialized labels with ProLinc™, an advanced technology solution that provides premium brand manufacturers comprehensive product genealogies—from pre-production, to production, distribution, sale, resale, and end of life.

By assigning individualized identities to every subcomponent, product, and batch, ProLinc empowers premium brands to track products throughout every stage of production. With a single scan, ProLinc provides detailed insights that verify products have reached their approved checkpoints and flag those that haven't. For products scanned at unapproved venues, the system notifies organizations in real time so issues can be resolved without delay.

With a secure VPN network and Blockchain-enabled database, ProLinc empowers sellers and resellers alike to prove authenticity—no matter how many years down the line a product is sold or resold.



## Integration Services & Process Optimization

As a proven partner with specialized knowledge of compliance-driven industries, Ashton Potter augments its technology and labeling solutions with a suite of services to elevate its value for the premium brands manufacturer. Working with a vast network of integration partners, Ashton Potter provides end-to-end project management, process optimization, on-site and remote training services, and integration with operators' business intelligence tools of choice. In addition, ProLinc works seamlessly with existing enterprise resource planning systems and field and factory equipment to contextualize insights with other data sources and make insights actionable.

## The Results

By stopping product diversion and counterfeiting attempts in their tracks, ProLinc provides immense value to premium brands, including:



**Greater ability to uphold brand prestige** by verifying every product that reaches the market maintains standards for quality and integrity.



**Advanced counterfeit prevention and detection** through irreproducible labels, directly affixed to the product.



**Prevent gray market diversions** by identifying and closing off points of compromise in real time.



**Greater quality control** through individualized insights into goods at every stage of production.