AT-A-GLANCE

Company: HP Inkjet and Printing Solutions (IPS)

Industry: Printing and imaging supplies

Problem: Increased amounts of counterfeiting in recent years

Solution: Combining Brady Brand Protection's Product Authentication Labeling with HP Global Protection Authentication Service (GPAS)

Result: Improved business intelligence to identify and decrease counterfeiting, protected brand and revenue, and enhanced customer loyalty

CHALLENGE

Counterfeit consumer goods are an increasingly serious global threat, with 64% of counterfeit products being purchase from legitimate shops and retailers, according to the U.S. Chamber of Commerce.

Increased Counterfeiting

HP's Inkjet Printing and Solutions (IPS) business, which sells millions of ink cartridges globally each year, has seen increased counterfeiting of its cartridges in recent years. With a sharp rise in counterfeiting, verifying a product's authenticity is harder than ever. How does the consumer really know if their product is authentic?

Need for a Fast, Powerful Solution

HP previously used a third-party platform to generate unique numeric codes for the hologram labels that Brady Brand Protection created for ink cartridge packages. While HP made progress curtailing counterfeiting with this solution, they soon realized that the numeric code platform wasn't powerful enough to generate codes at the speed and scale necessary for its cartridge business.

Additionally, the platform didn't ensure the level of security HP wanted. While the hologram labels have a lot of information, the intricacies of the security and knowing what to look for to determine authentication made it too difficult for all consumers to use.

SOLUTION

Finding the Right Solution

Realizing it needed a more powerful and secure numeric code generator, HP IPS searched for a solution and found one with HP Software Professional Services, an affiliate business. Working with HP Labs, HP Software Professional Services developed the underlying technology for what is now HP Global Product Authentication Services (GPAS).

GPAS is a cloud solution that combines encrypted security labels and mobile product authentication technology. This allows businesses to better track counterfeit activities, and consumers and supply chain partners to instantly scan products for authenticity.

The features of GPAS include:
- **Numeric code encryption engine** allows for the quick generation of huge batches of numeric codes using secure algorithms that cannot be reproduced.
- **Secure code verification database** enables consumers and supply chain partners to scan codes from their mobile phone to check product authenticity.
- **Cloud infrastructure** means users have a readily available and highly scalable platform that is up and running in hours, and consumers can conveniently check codes right from their mobile phones prior to purchase.

- **Web portal** gives brand managers the ability to order codes for labels, activate printers and view real-time analytics on what products are being counterfeited and the areas where this is occurring. With heat maps that display both valid and invalid security label authentications that are taking place, users can spot clusters of hotspot activities and act on them quickly.

Establishing a Partnership

Once the GPAS program was decided on, Brady Brand Protection was established as an HP Foundation Partner and the contractor for manufacturing secure labels containing GPAS identification codes.

To create the labels for HP cartridges, Brady orders and downloads unique numeric codes from the GPAS web portal. Downloading the code has accelerated the label print preparation process. That way, extremely large sets of unique numeric codes can be created quickly, which is critical for companies like HP that manufacture hundreds of millions of products.

With the codes, Brady Brand Protection then prints them on the security labels for HP's ink cartridges. The labels include a barcode, QR code or human-readable form so consumers can easily read or scan to check for authentication at the point-of-purchase.

RESULTS

Business Intelligence

Since going live in 2012, GPAS has been an indispensable tool for HP IPS to fight counterfeiters. The GPAS web portal provides the business intelligence necessary to disrupt global counterfeit activities by showing real-time analytics on the products that are being counterfeited, and the regions and cities where it's occurring.

Revenue

With a flexible and scalable infrastructure, the company is now able to handle hundreds of millions of cartridges and security labels. With GPAS and a secure Brady label in place, HP IPS protects its market share by increasing sales of genuine products. Every time a consumer identifies a counterfeit and buys a legitimate cartridge, HP gains revenue that would otherwise be lost.

Brand & Customer Loyalty

With consumers having the ability to scan and check their own products for authentication, they become a closer part of the company culture. This also allows HP to cross promote related products at the time of product verification and give consumers an all-encompassing experience.

This product authentication solution gives consumers an active role in the fight against counterfeit goods. It helps them to be sure that they are getting the high-quality HP cartridges they expect. This improves customer satisfaction while at the same time upholding the strong brand that HP has established.

Along with serving HP IPS, HP and Brady Brand Protection have joined forces to offer GPAS to the worldwide market. This solution is ideal for brand owners that wanted their consumers to authenticate at point of purchase.

To learn more about Brady Brand Protection's brand authentication products and anti-counterfeiting services, visit BradyBrandProtection.com

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