



BRAND PROTECTION



HELPS STOP
COUNTERFEITERS



REDUCE
PROFIT LOSS



STRENGTHENS
REPUTATION



IMPROVED
SUPPLY CHAIN
MANAGEMENT



VALUE
ADDED



HIGHER
LOYALTY

Investing in your brand

Brand owners face the serious issues of: Counterfeiting, Piracy and Diversion. Counterfeiting poses the gravest risks in these five areas:

- Erosion of brand equity.
- Loss of revenues and profits.
- Damage of reputation.
- Potential Liabilities.
- Increased expenses (protection, investigation and litigation).

The International Chamber of Commerce (ICC) forecast that the value of produced and consumed counterfeit and pirated goods in United States could range from \$524 – \$959 Billion by 2022. This problem not only affect brand owners, but also other players in the industry.

Around the worlds, a large number of workers have been displaced from legitimate businesses as a direct result of counterfeiting and piracy activities. These job losses result in wage losses which lead to loss of tax revenues for local, state and national governments, thus undermining the economy.

Finotex offers you a broad array of brand protection solutions that will help you protect your brand from both existing and evolving counterfeit practices.

We can help you prevent this problem by offering different brand protection solutions, depending on your specific needs.

We offer you a broad array of brand protection solutions that will help you safeguard your brand from both existing and evolving counterfeit practices.



RFID

RFID tags not only deliver benefits for retailers such as the reduction of "out of stock" occurrences, increase of product availability and shorter sales cycles, but it also provides benefits at the manufacturer level by allowing a more efficient and quicker production planning, monitoring and warehouse management.



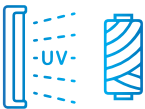
CÓDIGO QR

Finotex offers the possibility of generating unique QR codes and incorporating them into any identification product, allowing your customers to verify the authenticity of the garment, regardless of where it is purchased.



SERIALIZED LABELS

Unique item serialization can be reproduced on printed or woven labels using validated data management systems. Although often spoken of in terms of serial numbers, serialization need not follow a strict numerical pattern.



UV YARNS

We offer UV-reactive yarns that can be used as another yarn within the design and when exposed to black light they change color.



UV INKS

UV inks add security to your labels because they are almost imperceptible under conventional light. When exposed to ultraviolet light, the hidden design printed with the ink becomes visible.



3D HOLOGRAM

Custom holography converts ordinary 2D artwork into High Impact 3D. The unique recording of the holographic master is physically embossed into the label stock using laser technology, without the use of inks. The custom holographic image is re-created by light reflection.

SERVICING OUR CUSTOMERS WORLDWIDE

United States
Mexico
Dominican Republic
Haiti
Guatemala
El Salvador
Honduras
Nicaragua
Colombia

China
Hong Kong
Vietnam
India
Bangladesh



For more information on our offerings, please contact your sales representative.