

THE INTERNATIONAL MARKET FOR BRAND PROTECTION SOLUTIONS:

This "Techno-economic" Market Review Will Offer the Business Tools You Need to Fight Piracy:

- Learn in detail how counterfeiting and piracy affect market segments and entire industries
- Read actual "Case Study Histories" of how end-users and suppliers have introduced brand protection capabilities
- Understand clearly the drivers behind the global counterfeiting phenomenon
- Gain knowledge of why the guarding of intellectual property will play an increasing role in product and packaging development
- Gain valuable insights into the leading brand protection solutions that combat counterfeiting
- Gather perspective on what authentication technologies offer the most opportunity for brand protection.

Plus 200 Supplier Profiles:

Read analyses and perspectives on the top 200 suppliers of brand protection solutions (anti-piracy & anti-counterfeiting technologies)

Major opportunities (and also threats) exist for companies operating in the brand protection field over the next five years to 2011 and beyond

- Suppliers of brand protection enabled packaging
- Suppliers of brand protection technologies

OPPORTUNITIES AND MARKETS

Product related crime (including piracy, counterfeiting, diversion, tampering and theft) looms as one of the largest societal issues facing brand owners.

However, as specialist authors James Bevan and Jeremy Plimmer detail in the long awaited 2nd edition of their popular study, the opportunities for packaging suppliers to deliver brand protection solutions via new technologies have never been greater.

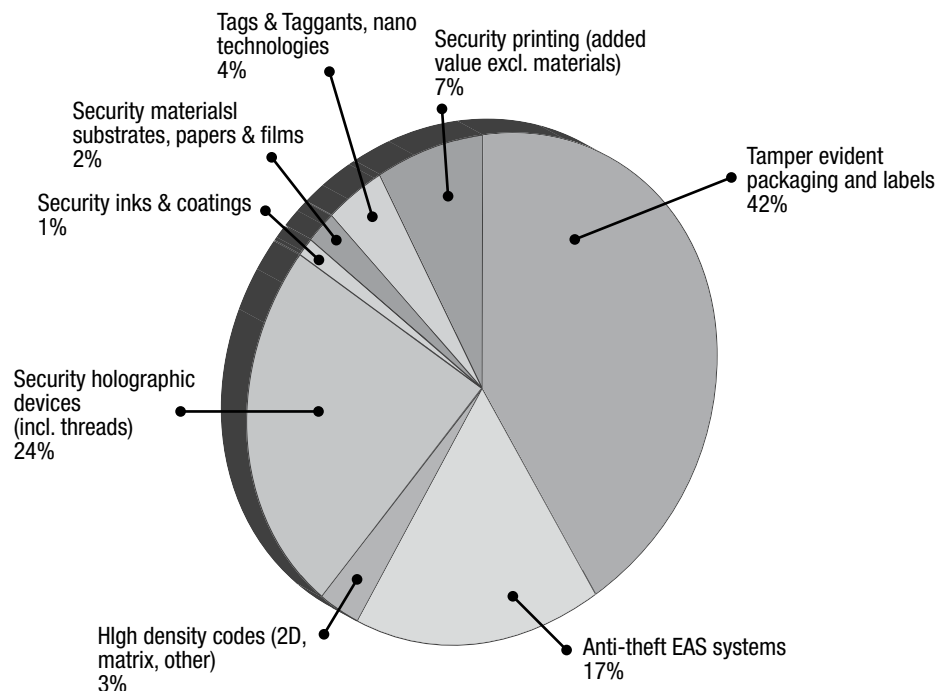
From on-the-cusp RFID devices, through holographic devices, high density codes, security materials, security inks, nano-technology tags and taggants to tamper evident packaging and anti-theft devices, the authors probe into this fast moving segment of packaging.

The report describes in detail 20 plus end-user market areas most affected by counterfeit goods and the related opportunities for brand protection solutions that are emerging.

Product related crime continues to grow significantly year on year, fuelled primarily by trade with China, enabled increasingly by the internet as well as a variety of other driving forces.

Financial losses due to counterfeiting, piracy, tampering and theft amounted to an estimated \$610 billion in 2006, while the market for brand protection solutions still amounted to only \$3.7 billion (around 0.6% of losses). The brand protection business looks poised for significant growth over the next few years.

The International Market For Brand Protection Solutions in 2006 – % Share of \$3,697 Millions



Abbreviated Table of Contents

VOLUME I

CHAPTER 1.

TYPES OF PRODUCT RELATED CRIME AND MARKET SIZING FOR BRAND PROTECTION TECHNOLOGIES

- Executive Summary
- Types of Product Counterfeiting and Piracy of Branded Products
- Types of Tampering
- A Global Perspective on Brand Protection
- Brand Protection Technologies used to combat Counterfeiting and Product Piracy

CHAPTER 2.

END-USER MARKET SEGMENTS AFFECTED BY PRODUCT PIRACY

- Introduction – End-User Market Segments affected by Product Piracy
- Medicines, Pharmaceuticals and Veterinary Products
- Perfumes, Colognes, Toilet Preparations and Cosmetics
- Stationery, office supplies and Imaging Supplies (ink jet cartridges for printers and toner supplies for copiers)
- Cigarettes, tobacco and tobacco products
- Drink and Food (i.e. alcoholic beverages and soft drinks, honey, cheeses and local specialties)
- Automotive and Aeronautical Parts (including Tractors, Agricultural Machinery and Earth Movers/Heavy Construction Plant. Servicing Products – Oils and Greases – Fuel)

- Toys, Gadgets and Novelty Items
- Articles of clothing (except footwear, sportswear and headgear)
- Footwear (except sports footwear and sports socks)
- Sportswear and sports footwear (including trainers and sports socks)
- Headgear (including caps)
- Telephones, telecommunications equipment, components and accessories
- Computer equipment, components and accessories (i.e. batteries and chargers) (not games and business software)
- Games software
- Sound and video recordings (including CD's, DVD's cassettes and other recorded media)
- Domestic entertainment equipment (including TV's, radios, cameras, CD and DVD players and electronic games apparatus and supplies)
- Packaged Business Software for PCs (Systems & Applications)
- Fashion accessories, jewelry, watches, sunglasses and other eyewear
- Purses, bags, luggage and travelers goods
- Sporting goods (excluding sportswear and sports footwear)
- Household chemical products (including cleaning products and soap powders)

- Electronic parts and components (ICs, PCBs and other types of components)
- Labels and packaging – logos, tags, quality marks and badges of origin
- Goods classified by the world customs Organization, but not covered in previous sections
- Goods not classified by the World Customs Organization

VOLUME II

CHAPTER 3.

STRATEGIC, TACTICAL AND TECHNOLOGY ISSUES FOR SUPPLIERS OF BRAND PROTECTION SOLUTIONS, INDUSTRY STRUCTURE AND LEADING SUPPLIER PROFILES

Introduction – Security features (and systems) used in labeling and packaging applications

- Executive Summary
- Authentication technologies, validation systems, inspection tools, anti-counterfeit devices, anti-piracy initiatives, the layered approach, proof of provenance
- Packaging, labeling and other security marketing technologies and methods
- Brand Protection Features
- Competitive Situation – Industry Structure – Suppliers of Brand Protection Solutions
- Profiles of 190 Solutions Suppliers

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