

Blog for Syrma Technology

<http://www.syrmatech.com/rfid-solutions-help-stop-international-product-counterfeiting/>

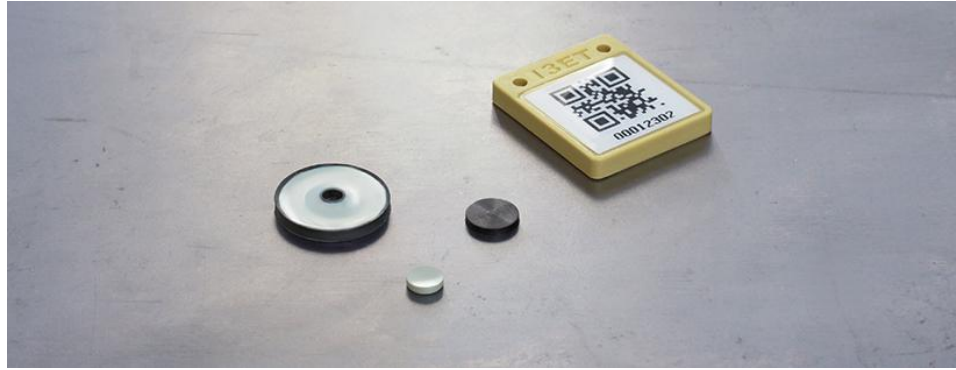
RFID Solutions Help Stop International Product Counterfeiting

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It's no secret our economy has been impacted—to the tune of [\\$1.3 billion in 2015 alone](#)—by a steady flood of imported counterfeit goods, about 90 percent produced in China, where international trademark protections simply don't exist. Common “knock-off” products seized by U.S. Customs range from apparel with fake name-brand labels—at quality far below their authentic counterparts—to bogus electronics and auto parts, which may be flat-out dangerous.

Manufacturers initially used holographic labels and other visual distinctions to authenticate their genuine merchandise against knock-offs, but even passable facsimile holograms can eventually be created by a determined imitator. A stronger deterrent against product counterfeiting is rapidly emerging: RFID tagging.



The “Real Thing” or Phony? Trust RFID

Tiny RFID tags encoded with a scannable Electronic Product Code (EPC) can now be permanently embedded into apparel products—even woven into textiles—to clearly identify real items against the fakes. An individualized EPC represents a hidden digital “fingerprint” the counterfeiters just can’t replicate.



Designer brand Fendi was one of the first high-end brands to [introduce RFID tagging](#) as part of their product authentication. Luxury outerwear maker Moncler [now includes RFID tagging into their products](#)—which the consumer can verify for themselves via a smartphone app. After a similar introduction of RFID microchips into their high-end shoes and leather products, fashion brand Salvatore Ferragamo successfully thwarted [almost 25,000](#)

[China-replicated products](#) from reaching the open market.

Smaller Sizes, Bigger Results

During our visit to year’s RFID Journal LIVE! conference in Orlando this past May, we saw a very interesting presentation for the [SHIELD Project](#) of [Defense Advanced](#)

[Research Project Agency](#) (DARPA), another leading-edge RFID anti-counterfeiting application designed to protect government agencies from purchasing bogus or used electronics components. DARPA plans to work with contractors to develop an embedded RFID chip about the size of Lincoln's head on a penny—the smaller head of the Lincoln Memorial on the “tails” side! The goals of the program include the chip's ability to detect and record telltale data such as extreme temperature changes, which typically occur during a remanufacturing process.

A Promising Future

With so few other viable countermeasures to stem the rising tide of foreign product counterfeiting, analysts consider the future of RFID tagging to be bright. Visiongate expects RFID innovations to propel the anti-counterfeit packaging market to generate over [\\$18 billion in global revenue in 2016](#), while a 2015 report released by Intense Research predicts the market for similar anti-counterfeiting products for the electronics/auto industry alone to swell to [\\$24.2 billion by 2020](#).

Here at Syrma, we've already successfully deployed RFID anti-counterfeiting solutions to safeguard the authenticity of pharmaceuticals shipped around the world. We look forward to collaborating with customers to develop more applications which incorporate our tags, readers and software to protect brands, retailers and consumers. To find out more about RFID and more Syrma solutions, [contact us](#) today.