



*WE HAVE A SOLUTION FOR THAT.*

## GBS: Modern Technology for Brand Protection

When the average person thinks of a counterfeiter, they think of a lone man with a printing press and a bucket of green ink, painstakingly etching out the likeness of Alexander Hamilton. Unfortunately, that's no longer the case. Not only have counterfeiters moved into the computer age to perform their wrongdoing – many no longer deal with money. Not when there are more lucrative targets like automotive parts.

So widespread is this problem that the Federal Trade Commission estimates that each year, counterfeit automotive parts costs the industry \$12 billion worldwide – including \$3 billion a year in the United States. What's more, since these parts do not meet the standards of the manufacturer, they pose a safety hazard to consumers while damaging the reputation of the brand and its suppliers.

GBS Corp is helping to combat counterfeiting for a host of Fortune 100 clients, including a major player in the automotive industry. "Our products are helping one of the world's largest automobile manufacturers prevent losses to counterfeit aftermarket products," explained Eugene Calabria, the company's CEO and President. "The solution we've given them specifically identifies counterfeit products within their supply chain, before they even reach the retail market or consumers. We have a covert technology solution in place that is exclusive to this customer and is impossible to replicate."

GBS purchased a manufacturer of tags and labels for filing and data archiving in 1992 to complement what they were already doing for their data management clients. Having a division to create labels meant being able to extend the services they offered to customers while maintaining in-house quality control standards and procedures.

From there it was a natural step to the components that make up the brand protection arsenal: security inks, tamper evidence, holograms, magnetic signatures, marker dyes, and track and trace technology. As Brand Protection became a pressing issue, GBS brought their unique approach to the equation: brand protection solutions tailored to the individual needs of the client's brand, process, and goals. These solutions can also be layered for added protection and differentiation.

Other aspects of the GBS approach is to work with customers as consultants, bringing their expertise in Brand Protection to the table whether they are

designing a solution from the ground up or are making improvements on an existing system. "And of course, confidentiality is also a huge part of any anti-counterfeiting system," Calabria said. "We have a long history of executing agreements, so we're able to ensure full confidentiality to our client, from protecting their identity to non-disclosure of the system we put into place for them. Secrecy, after all, is half the battle."

Their dedication to stringent packaging requirements and adherence to quality processes made GBS a natural to work with the automotive industry. Their quality control processes allows them to develop specific work instructions geared to individual client requirements. This gives a GBS solution the flexibility to evolve as the client's requirements change.

To maintain their client-centric edge, GBS has a number of policies that ensure their services exceed client expectations. Their experience in chain-of-custody applications allows them to create security by managing the entire supply chain to the customer. Internal audits are routine. Major clients audit them once a year and can take advantage of the GBS open door policy by visiting their facilities unannounced. The result is a 99% rating in both overall Quality Assurance and on-time delivery.

While GBS is proud of the security they've given their automotive client, the company is not standing still. "Brand Security isn't just an automotive product issue," said Calabria. "We've all heard of how DVD's, CD's and athletic shoes are being counterfeited. This is a problem that is very much in the mainstream, and GBS is being used more and more by businesses in the retail field. So as it continues to move that way, we're going to make sure that we're there with cutting-edge security solutions."

GBS Corp is headquartered in North Canton, Ohio. GBS has been providing technology, labeling, filing, and document management solutions since 1971. GBS provides products and services that create, manage, retrieve, and deliver information to achieve greater profitability, faster growth, and tangible results for their customers. Additional GBS sites are located in Florida, Michigan, and Texas.

Contact us at 800.444.3470 for more information.

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