

For information – Press Release:

New report from Vandagraf International now completed:

International Markets for Brand Protection Solutions – 2nd Edition
(Publication date: January 2008)

A techno-economic market review

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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 technologies*
- *Suppliers of brand protection enabled packaging and labels*

Pro-active involvement of packaging / labels companies in security issues and value added security products is increasing and those that approach the problem in an appropriate manner stand to prosper over the next years.

Vandagraf International Limited, in association with the Product & Image Security Foundation, has just completed a major new market report entitled: "The International Market for Brand Protection Solutions" (this is a 2nd edition of a report first published in May 2004).

This report is the result of a fresh in-depth analysis and evaluation of the state of the product related crime in 2006 and reveals how the landscape of this sector has been evolving dramatically over the last few years.

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.

This estimate is somewhat lower than financial loss figures that some other specialists have proposed in previous analyses, but is the product of improved methodology - Unlike previous reports in this field, Vandagraf researchers have examined more than 20 end-user sectors individually and in this way have been able to build up a more accurate figure for the overall financial losses resulting from product related crime in 2006.

The market for brand protection solutions, however, still only amounts to some \$3.7 billion - In other words, the total market for brand protection solutions is equivalent to only around 0.6% of the worldwide cost of product related crime.

This is considered be a surprisingly low level of market penetration and segments of the brand protection business looks poised for significant growth over the next few years.

The report is very comprehensive at well over 300 pages, yet easy to navigate as carefully structured with detailed Table of Contents.

The report contains more detailed breakdowns of 20 plus end-user sectors (as identified by the World Customs Organisation) covering around 100 individual product categories in all, complete with quantitative market estimates and forecasts to 2011.

The report also profiles nearly 200 brand protection solution providers (up from around 50 providers in the 1st edition of the report in 2004 – Many recent new entrants in the sector).

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