

ANTI-COUNTERFEITING SYSTEMS

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The counterfeiting trade is a profitable business which is growing continuously. The counterfeiting market constitutes a global problem with a great economical impact for the footwear industry. This also applies to manufactured goods which do not have the corresponding payment for property rights from third countries. Each year copies of products are seriously affecting the western market, discrediting the image of brands. Moreover, the manufacturers' income decreases, whereas tax fraud increases and these copies may even cause serious health risks to the user.

The marking systems for footwear and footwear components allow the products to be univocally labelled by means of concealed identification codes which are either very difficult or impossible to copy. This allows the manufacturers to provide their products with an indelible track which can help to differentiate between copies and the genuine product. This can also be used as evidence in a legal action.