

Certilogo authentication technology use booming as consumers increasingly at risk of buying fakes online and in stores

Italy-based company expands its management team as it gears up for a big push into North America and Europe

MILAN (Italy) — Nearly one in ten fashion and luxury goods products purchased by consumers over the last 12 months turned out to be counterfeit. Three out of every four of those fakes were bought online by consumers who intended to purchase authentic products while one in four was purchased in a physical store.

The data was released by **Certilogo**, the only supplier of product authentication technology that allows brands to collaborate directly with millions of their biggest fans—their customers—to identify counterfeit products at points of sale, both online and in stores, using a smartphone or desktop internet connection.

To date, the service has already been used by nearly 1.5 million consumers who wanted to be certain a product they purchased was authentic—a problem that has become dramatically more pressing as counterfeiters have moved to capitalize on growing online sales.

In all, counterfeit products are believed to siphon nearly \$1.8 trillion in revenues away from legitimate brands, consumers, and tax authorities annually (source: OECD).

Demand from consumers for a simple and reliable tool to identify counterfeit products is powering average growth in excess of 100% in same-day, year-over-year authentications at certilogo.com. More than 1.5 authentications per minute were recorded on Christmas Day 2016, for instance—a 230% increase over the same day in 2015.

To manage its rapid growth, Certilogo recently announced the appointment of **Jim Evans** as its new Chief Business Officer. Evans is the former General Manager for Northern Europe of online brand protection firm NetNames. In his new position, he will oversee all aspects of top-line revenue generation at **Certilogo** as it expands operations from its native Italy into Europe and North America.

Evans said he joined Certilogo to follow his conviction that “crowdsourcing” authentication is the smartest and simplest way to defend quality, innovative products and the consumers who value them.

“We’re helping millions of people to solve a problem that used to be unsolvable, and we’re doing it in a way that helps everyone in the value chain, from brands to legitimate retailers to consumers,” Evans said.



“The Certilogo Platform is the only one that empowers brands with the ability to track and trace products from their inception to the point of sale. And then the same platform empowers end-users to authenticate their purchase, whether they’re buying online or offline. It’s peace of mind from end to end.”

At NetNames Evans managed commercial sales in eight country markets and a wide range of industries ranging from luxury goods to automotive to FMCG. Prior to NetNames he was Global Head of Operations for Melbourne IT Digital Brand Services and a manager of international sales for Electrolux, where he oversaw a staff of more than 200 in five country offices.

His appointment is the latest of three additions at Certilogo, which marked its tenth year of operation by expanding its sales presence in Europe and North America.

Elisabetta Sabaini recently joined the company as Regional Director of Sales for Europe, based in Certilogo’s Milan headquarters. An expert in logistics and supply chain management, she formerly consulted to Italian SMEs for Nutcracker and Project Group.

Brad Evans (no relation to Jim Evans) is the new Regional Director for Sales for North America and Australia and will be based in Toronto. Evans formerly founded and served as Managing Director of the respected brand protection consultancy Anti-Counterfeiting Strategy Group, Ltd.

Certilogo CEO Michele Casucci said the company’s international expansion is a key step toward fulfilling the ambitious mission it embraced at its founding: *eradicating global counterfeits by empowering everyone, everywhere to prove a product is authentic.*

“What we’re trying to achieve is by definition a global effort,” Casucci said. “This is an exciting moment because we’ve proven our business model is viable, and we’ve gotten overwhelming confirmation that it’s attractive to brands and consumers everywhere in the world.”

To date, Certilogo authentications have originated in more than 170 countries, with more arriving each day. Of the approximately 300,000 products authenticated globally in the 12 months ending October 31, 2016, some 27,000 (9.7%) proved to be fakes.

The five countries with the highest use in the same 12-month period were the United Kingdom (67,942 authentications, with 12% found to be fakes), the United States (31,600; 5.5% fakes), South Korea (26,011; 2.3% fakes), Italy (25,571; 11.6% fakes), and China (22,662; 10.6% fakes).

Certilogo, the world leader in consumer-assisted product authentication, was founded in Milan in 2006. Innovative brands make Certilogo authentications possible by marking each of their products with a digital identification number called a **Certilogo Code**. Consumers use the **Certilogo Authenticator** app—available online at www.certilogo.com or by download for iOS and Android smartphones— to check the code and verify if the product is authentic.



Product authentications collect information from brands, consumers, retailers, customs agencies and other enforcement authorities. Data is analyzed with a proprietary Artificial Intelligence engine that outsmarts counterfeiters and reports back in real time if a product is authentic or fake.

The company's growing client portfolio includes more than 50 leading brands in a wide array of industries, including market leaders Versace in luxury, Diesel in apparel and footwear, Campagnolo in cycling components, and Sandvik in industrial components. A complete list is available at <http://www.certilogo.com/brands>.

More than 100 million products carrying a Certilogo Code have been released to markets globally and more are arriving every day.

For further information:

Be Media – Certilogo Press Office

Gordon Sorlini
E: g.sorlini@bemedia.it
T: +39 02 3592 7701
M: +39 393 8119778

See also:

Jim Evans on LinkedIn: <http://bit.ly/2frlAMI>

Elisabetta Sabaini on LinkedIn: <http://bit.ly/2dUswSB>

Brad Evans on LinkedIn: <http://bit.ly/2dYzhjq>