



**CORPORATE  
BROCHURE**

t: +44 (0) 845 6787 007  
f: +44 (0) 845 6787 008

[www.brandsolut.co.uk](http://www.brandsolut.co.uk)  
[enquiries@brandsolut.co.uk](mailto:enquiries@brandsolut.co.uk)

Brand Solutions specialises in Brand Security and the Protection of Intellectual Property, Worldwide.

Our mission is clear and simple: to provide the finest and most complete service available to the Brand Owner, at a realistic price.

Much time, effort and money is invested by companies in developing, promoting, and maintaining an effective Brand Image, whatever the product.

That Brand Image is key to the future sales and prosperity of the company. All too often these efforts are frustrated and the desired image is eroded by the activities of a growing number of individuals who engage in illegal activities, including : -

- Counterfeiting
- Theft
- Illegal Parallel Trading
- Product Tampering

Brand Solutions has developed effective and proven strategies to address all these issues and assist in the Early Detection and Eradication of the causes.

More importantly, we have proven that through constant monitoring of the market by Brand Solution's global intelligence network, we can ensure the problem never arises again.

“Prevention is always better than the cure”

Brand Solutions has proved itself to be truly International and indeed the majority of its caseload has overseas implications. In addition to its complement of experienced UK investigators, Brand Solutions has developed a Network of Associates Worldwide, both with investigators and the Enforcement Agencies alike.

Within this brochure you will find more information regarding some of the services that Brand Solutions can offer. The list is not exhaustive and hence we would invite you to call or email us direct should you require further information.

## **Surveillance**

Whatever the circumstances and whatever the terrain, sometimes the only option available to secure the required evidence, is by professional surveillance.

Often, you are only presented with one real opportunity to obtain that all too important link that finally proves the case. Brand Solutions is able to provide a fully trained surveillance team with a well-documented history of success. Each member of the team is experienced in providing Court evidence of the highest quality.

Every case, by its very nature, will have a variety of requirements that can draw upon a number of separate surveillance disciplines. Please feel free to contact us direct where we can discuss your particular situation in more depth and provide you with the appropriate advice.

## **In-Use Enquiries**

Brand Solutions can provide professional and comprehensive reports, detailing the past current and intended use of individual Trade marks worldwide. Utilising a team of investigators proven in this field, you are guaranteed fast and accurate intelligence to assist your company in protecting, and expanding your range of products.

## **Market Intelligence**

Brand Solutions is becoming increasingly noted for its range of Surveys that are aimed at providing our clients with an accurate picture of their market as it stands over a chosen period.

It may be that you require regular intelligence to provide an early warning when problems start to occur, be they related to Theft, Counterfeiting or Illegal Grey Market issues. Alternatively, you may already be aware that a problem exists and wish to quantify its size in relation to specific products or countries affected.

Brand Solutions, operating through their associated companies and a wealth of contacts worldwide can assist your company by examining the extent of any problem prior to determining the cure. Furthermore, by conducting a similar exercise after a predetermined period you can utilise this service to provide an accurate indicator of how effective you, or indeed we have been in solving any problems identified.

## **Anti-Counterfeiting**

Brand Solutions strives to constantly be one step ahead of the counterfeiter by operating a series of intelligence networks to provide early warning of current trends and criminal organisations.

Make no mistake that Counterfeiting is on the rise and indeed it has been estimated that one in ten branded products currently being offered on the world market are forgeries.

Contact us direct and we would be pleased to provide more detailed information of how we can assist you in limiting the risk of counterfeit products damaging the reputation of your brand.

## **Theft Investigations**

Theft can occur in a number of forms : -

- Container Theft in transit
- Theft by Employee
- Theft from Retail Outlets.
- Lorry Hijack

Many companies can struggle with effectively managing within the organisation situations where vulnerability exists, providing the thief with perfect opportunities to execute their crime, often completely unnoticed.

Brand Solutions staff are fully trained to advise on appropriate measures to identify and counter this vulnerability, effectively stopping the theft before it occurs.

Where repeated theft occurs Brand Solutions through its range of surveillance techniques can provide the evidence essential to assist the enforcement agencies in bringing the culprits to justice.