



5 problems faced by Apparel Sector



There are apprehend aspects that initiate the process of knowing about the Authentication of the product.

The popularity of the apparel sector does not come without challenges. A lot of difficulties such as duplication of a label, changing customer demands, keeping track of responsible purchasing of raw materials, looking for names which are environmentally sustainable and much more are faced by the manufacturer. A few problems are from the customer point of view and the rest from the manufacturing side.



We, as Lasersec Technologies did extensive research on the detailed explanation of all these problems faced by apparel sector.

PROBLEMS REGARDING DUPLICATION AND CUSTOMER NEEDS

High-quality brands always face the threat of clothing tag been duplicated, as a lot of masters of repetition are readily present in the market. The duplicate products with the bad quality and the high price can bring down the reputation of the original company/brand and make its customers suffer.



MANUFACTURING AND SALES PROBLEMS

With the increased environmental issues the apparel sector needs to make sure that all the fabrics they use in the production are environment-friendly and usually these goods are costly. They also need to keep in mind the location from where the goods are being imported, and moreover, the place where it is being made should not cause trouble to the public around.



STEALING HOLOGRAPHIC TAGS

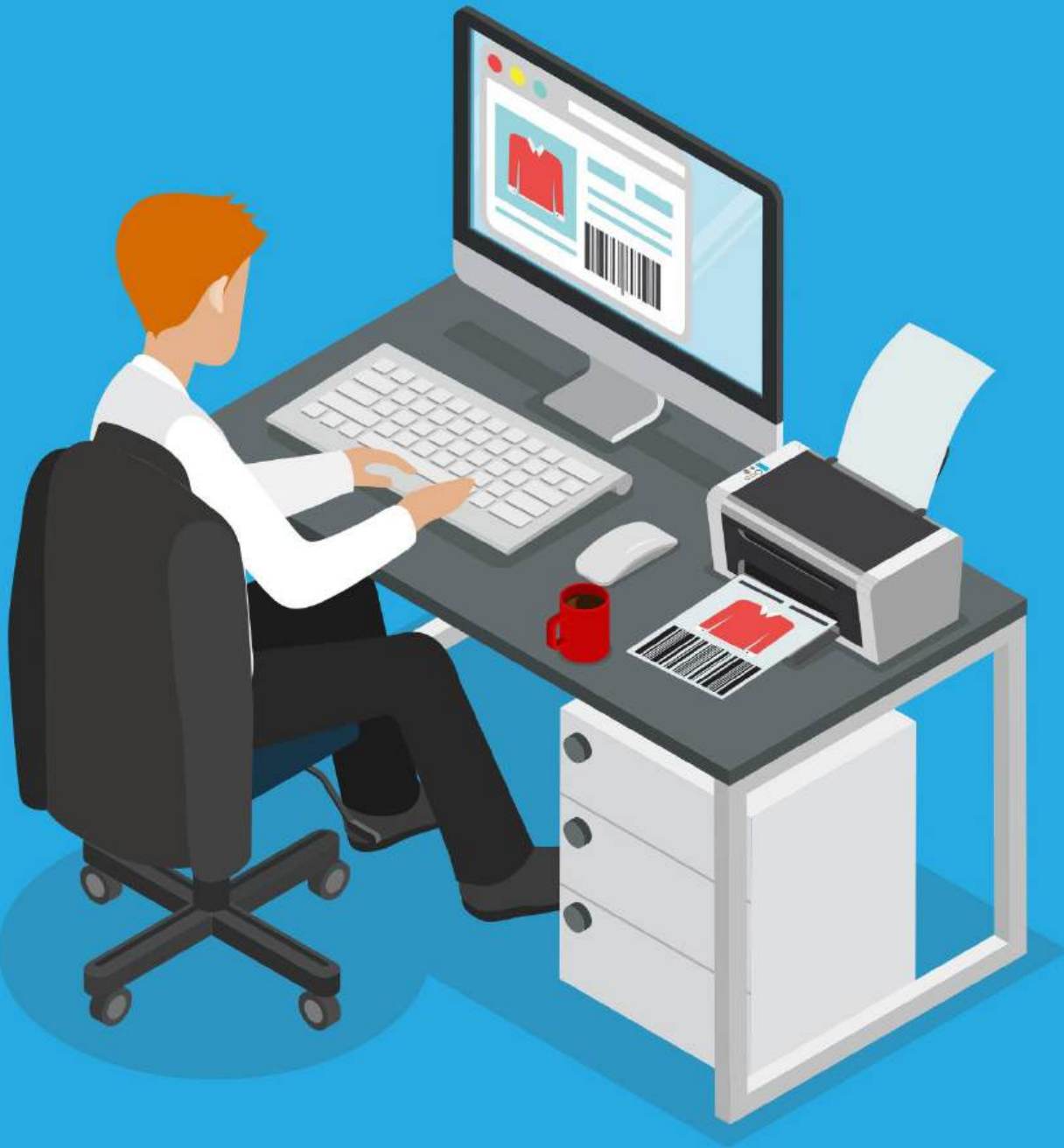
The maximum duplication happens because of ignorance of clothing tags or holograms. On many occasions, the original tags are stolen and claimed that those are the original tags. Thus, ensure to have a specific guideline which will help in identification.



UNDERSTANDING BARCODES



A fake product can never arrange the authentic barcode. It is therefore imperative to check out the barcodes before you sit to claim that the product is fake.



REGISTERED HOLOGRAMS

There are many ways one can register the holograms and barcodes. This initiates the process to enhance the authenticity of the product as well the brand.



Apparel sector holds the customers and the popularity and along with that it faces all sorts of problems ranging from environmental to social which makes it challenging for it to survive. Visit <http://lasersec.in/apparel.html> to find out the holographic solutions or anti-counterfeit products which will help you to survive and grow beautifully in the market.

About Lasersec Technologies

Lasersec Technologies is the leading manufacturer of holograms being used as an anti-counterfeiting device. We ensure a high-level secrecy and quality at each and every step right from production to delivery of products. We enjoy a wide network of branch offices in all the metro & major cities in India. We are also having business alliances outside the country in Bangladesh, Srilanka, Malaysia, Nepal, Europe & UK.