



Eltronis Protects GUN AINM

Luxury streetwear brand GUN AINM is using the technology solution engage™ from the Eltronis Group to enable instant authentication by consumers and protect against counterfeit garments.

Newly established business GUN AINM joins a host of other brands worldwide who are using engage to protect their products, says Eltronis. The innovative technology provides a user-friendly, yet innovative tool, to link products to the internet through consumers' smartphones.



Card of Authenticity (© GUN AINM).

With every genuine GUN AINM purchase a 'Card of Authenticity' is supplied to the consumer. This contains a permanently adhered holographic label, customised with GUN AINM's logo, and a unique QR code and serial number which allows authentication of the garment by scanning with a smartphone camera. On activation, customers are not only able to verify their purchase but are also provided with a variety of relevant product and brand information as they are directed to a dedicated web page.

Through creating a digital fingerprint, the Eltronis software, as the name itself suggests, 'engages' customers with the brand and vice versa. For consumers, engage ensures security and the reassurance that they have a genuine product.

Cameron Friell, co-owner of GUN AINM, said: 'as a newly founded company, it is great to be able to utilise Eltronis' experience in brand protection. Their support and transparency have been invaluable when delivering a practical and easy to use solution that is by its nature secure, interactive and easily scalable as our business continues to grow.'

The fashion industry is one of the most prolific markets for counterfeiting, with online sales making it easier than ever for fraudsters to scam consumers by replacing genuine items with fakes. With the addition of engage, brands can help

counter this trend by validating the origin of the item and building protection against future counterfeits.

Pete Smallwood, Business Development Manager for the Eltronis Group, said: 'investing in effective protection and authentication sets brands apart from their competitors. It is fantastic to see GUN AINM's dedication to safeguarding their customers so early on, and we are delighted to deliver this valuable and impactful solution'.