

ANTI-COUNTERFEITING WATCH SOLUTIONS

PROBLEM: Pawnbrokers v. Counterfeit Watches

Due to the nature of the pawnbroker's business, they are exposed to increasing numbers of counterfeit watches being targeted for loans or second hand purchases. Counterfeits are on the increase. An estimated 40 million counterfeits were produced in 2009 (an increase of approx. 52% compared to 2008). Due to the high demand / high retails of most Swiss watch manufacturers, counterfeiters are investing more time and money in development of fake watches that can rival the visual finish of some of the best brands. With this increase in counterfeit quality, there is an increase in the amount of fakes purchased unknowingly by pawnbrokers worldwide. Even the experts are being challenged.

The Damage of Unknowingly Purchasing Counterfeit Watches is as Follows:

- Immediate loss of investment dollar (usually significant due to high retails of watch brands such as Rolex). We can help you Protect Your Money.
- Due to the high quality level of many counterfeit watches, they may actually be sold into the market unknowingly as an original, causing significant damage to the store owner's company brand, damaging the trust factor and reputation, and basically putting all other watches and jewelry originality in question. We can help you Protect Your Reputation.
- Lawsuits may arise from the sale of counterfeits that violate trademarks. Example: A Rolex sold to a customer that's turns out to be a fake or has a fake part such as a bracelet (and you were not aware of it) can lead to expensive liability issues. We can help you Protect Yourself From Liability.



PRODUCT SOLUTION: CREATE ANTI-COUNTERFEITING WATCH SOLUTIONS TO BUST FAKES

COUNTERFEIT BUSTERS DATABASE

- Membership Level: Counterfeit Busters Premium Member or Platinum Service Package member
- Search from over 85 top brands
- The database currently has over 40,000 reported "Known Counterfeit" watches
- The database has an estimated growth of approx. 1500-2000 reported fakes per month
- Within 18 seconds, users can filter an estimated 2 out of 3 top tier fakes (Breitling Cartier, Rolex etc)
- No watch experience or training necessary
- Print Counterfeit Buster Database reports for your customers as an "added value"

Significantly Reduce fakes while increasing efficiency. Typically, having to have inexperienced front end sales staff pull the store manager or buyer off of a project to go through the trouble and liability (case and sealing problems) of opening a potential customer's watch, only to find after investing a significant amount of time in the process, that the watch is a counterfeit. Imagine streamlining the process by allowing the front end sales staff to simply enter the case back serial number of the watch into the database and within seconds, filter most counterfeit brands. No wasted time and no damage to the product!

"Bust your first fake and you basically pay for your entire yearly membership"

Protect Yourself From Liability



EVALUATION PROCESS FOR COUNTERFEIT BUSTERS

Enter the case back numbers and hit send...it's that easy!



Click on "Search Known Counterfeits" or "Stolen Database"



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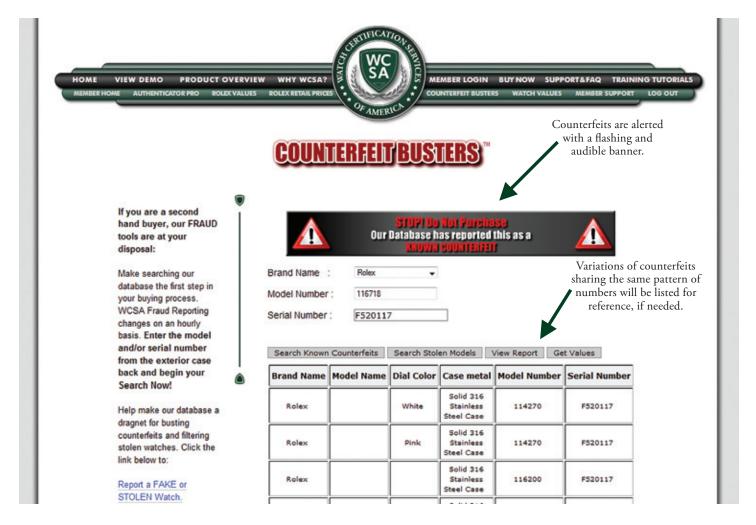
Input of watch data is simplified with the seamless integration of WCSA with Data Age Pawnmaster!

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