



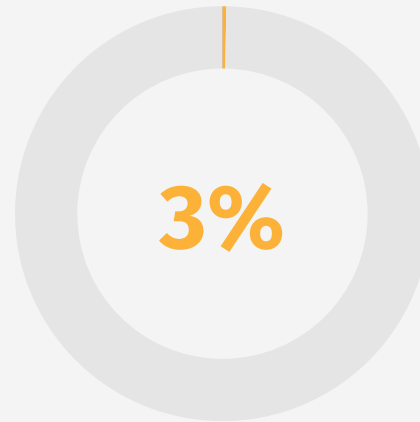
Koalabi crushes counterfeits with Shping

Australian footwear brand Koalabi Ugg Boots is tackling counterfeiting with the help of Shping's track and trace technology. Shping helps Koalabi keep track of where its goods are sold, and notifies the brand of any unauthorised resellers, grey imports or counterfeit goods.

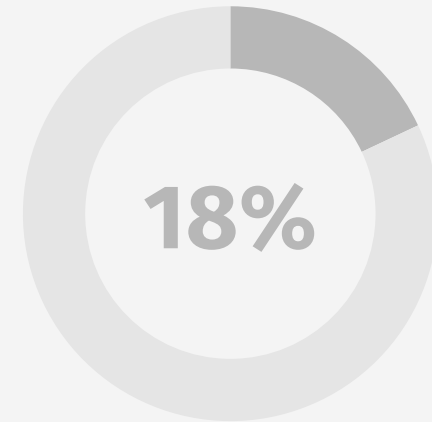
Highlights



Within the first month of using Shping, Koalabi Ugg Boots was able to discover 12 outlets selling counterfeit footwear to consumers.



Since using Shping, Koalabi Ugg Boot sales have risen by 3%



After just six months, 18% of consumers were using Shping to verify the authenticity of Koalabi footwear prior to purchase.

The Client

Since 1989, Koalabi Ugg Boots has been making Australian-owned, high quality sheepskin ugg boots for customers around the world.





The Problem

As a popular, internationally-distributed footwear brand, Koalabi Ugg Boots were becoming increasingly subject to counterfeiting. The problem was that the brand was unaware of where and when these counterfeits were being manufactured and sold. What's more, retailers were also unaware that the Koalabi products they were selling were not genuine. The sale of these counterfeit goods not only affected Koalabi's business, but it also harmed the reputation of the brand and the retailers who were re-selling low quality imitation products to consumers.

It wasn't just counterfeit goods that posed a problem for the brand. Because Koalabi Ugg Boots are distributed both locally and globally, the brand has to constantly be on the lookout for grey imports. Koalabi was faced with a situation where some of its eastern European distributors were taking advantage of lower wholesale prices in their home country to export Ugg Boots to retailers in Australia and New Zealand. As a result, local retailers selling Koalabi Ugg Boots at recommended retail prices struggled with sales, and Koalabi had to reduce the average price of their products in these markets just to continue selling genuine goods.



The Solution

Shping's brand protection offering now allows Koalabi Ugg Boots to identify when and where counterfeit goods are being sold, then gives the brand all the information needed to take action. With GS1-integrated track and trace technology, Koalabi can immediately identify the retailers selling counterfeits of its products. Whenever a counterfeit Koalabi product is scanned using the Shping app, the brand is notified of this product, along with the exact details of where and when it was scanned. For a company that distributes its products around the globe, having this transparency and immediate tracking ability goes a long way to stamping out counterfeiting for good.



Shping also allows Koalabi to control grey imports by placing restrictions on overseas imports. These restrictions confine distributors to supplying products to a specific, pre-approved region. For example, if an international distributor attempts to supply products to a retailer in another, unauthorised country, Shping immediately alerts Koalabi. The beauty of Shping's brand protection offering is that even if an international distributor physically delivers products to an unauthorised region, bypassing the Shping system, on-selling these products will be difficult. That's because both retailers and consumers can still use Shping to confirm the authenticity of the product before purchasing.



The Results

Within the first month of using Shping's brand protection offering, Koalabi Ugg Boots identified **12 outlets** that were unwittingly selling counterfeit footwear to consumers. Koalabi now has the opportunity to identify instances of counterfeiting, trace it back to the retailer, and educate retailers about these fakes. This process also allows the brand to strengthen its supply chain and bring these retailers onboard as verified resellers.

Six months after implementing Shping's security solution, Koalabi has been able to expand its retail network and increase customer confidence in the brand.

As a direct result of this increased consumer confidence, year on year sales have risen by **3%**.

Consumers have also been quick to adopt Shping's track and trace technology: within the first month of using Shping, **2%** of Koalabi's market had started authenticating goods prior to purchase. After just six months, this percentage had risen dramatically: **18%** of consumers were verifying the authenticity of Koalabi footwear before purchase.