



**And who's seducing
your customers?**

Alert your customers to dangerous missteps

Counterfeiting can cost you a lot of money and damage your brand value as well as your business reputation.

With our dedicated **Anti-Piracy Communications**, we raise your customers' awareness of counterfeiting. No matter if they buy fake products intentionally or unintentionally, or if you wish to pursue a preventive or a reactive communications strategy.

We can help you to effectively reduce the demand for fake products and to activate those stakeholders that really stand by your side in the fight against counterfeiting.

Learn more at www.karg-und-petersen.de/go/apc
or contact us for a free first consultation!

Want to know what other businesses are doing?

We interviewed 20,000 companies in Germany, Austria and Switzerland – one of the results: Communications is becoming increasingly important in brand protection.

Get more details in our study, available at www.karg-und-petersen.de/go/apc.



KARG UND PETERSEN

Kommunikation für Weiterdenker

Anti-Piracy Communications

Special communications solutions for anti-counterfeiting and brand protection

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