



The Brand Equity Protection Company™

For Immediate Release

**S. G. Hart & Associates
Participates in an Exclusive Interview with *Logistics Today* Magazine.**

Ridgefield, Conn., (July 8, 2004) – S. G. Hart & Associates, LLC, The Brand Equity Protection Company™, in an exclusive interview with *Logistics Today* discussed how protecting your supply chain from counterfeiting and diversion can protect profits. The commentary provided by S. G. Hart & Associates appeared in *Logistics Today's* twice monthly E-Newsletter under the title, "Who's Eating Your Profits?" A feature article will appear in the August 2004 edition of *Logistics Today* and will include a more detailed discussion of vulnerabilities in the global supply chain.

The executive team of S. G. Hart & Associates participated in an interview with *Logistics Today* leading to "Who's Eating Your Profits?" This particular commentary is in preparation for a more detailed look by *Logistics Today* at global supply chain vulnerabilities. According to Stanley G. Hart, President & CEO of S. G. Hart & Associates, "given the current number of corporate initiatives to generate new revenue and reduce costs, protecting and securing your brand within the supply chain from risks associated with counterfeiting and diversion needs to be on the priority list." Hart continues, "Protecting brands from these risks requires full time senior management attention and must be viewed as a means to enhance revenue and profit, and not as a cost center."

The discussion with *Logistics Today* included Anthony M. Miano, Executive Partner of S. G. Hart & Associates. Miano added, "in terms of supply chain management, brand equity protection is that layer of the supply chain designed to ensure the delivery of the brand's promise to the ultimate end user. Leakages which contribute to the negative effects of counterfeiting and diversion within the physical distribution system need to be front and center, and on management's radar screen. Doing anything less is just not smart business."



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About S. G. Hart & Associates, LLC

S. G. Hart & Associates, The Brand Equity Protection Company™, is based in Ridgefield, Connecticut, USA. S. G. Hart & Associates is a supply chain security consulting company. S. G. Hart helps global firms realize their full brand equity potential by supporting them in the development and implementation of strategies that protect their global supply chains from disruptions caused by product diversion, counterfeiting, theft and product tampering. The focus of the Ridgefield, Connecticut based company is on the global brand owner with an unparalleled commitment to protect the integrity of their brands because no two brand strategies or supply chains are alike.

About Logistics Today

Logistics Today, a Penton publication based in Cleveland, serves individuals with job functions and buying influences in all modes of transportation, warehousing and distribution, site selection, regional and global logistics, and technology applications.

<http://www.LogisticsTODAY.com>

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