



The Brand Equity Protection Company™

**For Immediate Release**

**S. G. Hart & Associates  
Positions Diversion as a Supply Chain Challenge.**

**Ridgefield, Conn., (November 15, 2004)** – S. G. Hart & Associates, LLC, The Brand Equity Protection Company™, provides expert commentary and examines why supply chain professionals need to be on the front line in the battle against price diversion in the November/December issue of ***Supply Chain Management Review***. Anthony M. Miano, Executive Partner with S. G. Hart & Associates, authored “*Price Diversion: Challenge for Supply Chain Pros*” and discusses the negative effects attributable to price diversion and outlines solutions to protect the brand against diversionary threats.

Diversion is a formal term often used to describe a business transaction that causes a product to appear in market channels not authorized by the manufacturer. Grounds for diversion include multiple pricing strategies and defined or restricted distribution channels for a brand. Diversion occurs in almost any industry where brand recognition, intrinsic value and consumer appeal are all high. Industries effected by price diversion include auto parts, apparel, beauty aids, high tech, luxury goods, nutritional supplements, salon products, pharmaceuticals, publishing and tobacco, to name a few.

According to Miano when discussing diversion, “Supply chain managers need to raise the banner and lead the effort in the fight against price diversion.” He continues, “price diversion is not solved with only a technology point solution. Diversion is solved by having the supply chain organization rally itself to the cause of protecting the integrity of the brand. When diversion is made an unambiguous priority, the supply chain professional can offer his/her expertise and cooperate with elements of the organization to review procedures, help set meaningful standards, justify the ROI, assist in selecting an appropriate solution and advocate future enhancements.”

Miano points to why the supply chain professional is crucial in thwarting diversion stating, “the proven experience of the supply chain organization is highly valuable given the supply chain organization’s skills and familiarity with implementing TMS, WMS, 2D bar-coding, wireless technology, RFID or other similar solutions. Notwithstanding the vital skills of other employees, the supply chain management team brings relationships based on previous project management cooperation with in-house manufacturing, contract manufacturers, marketing, sales, legal, operations and information technology.”



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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.

### **About Supply Chain Management Review**

Supply Chain Management Review is an executive-level publication dedicated to the art and science of moving goods to market. Supply Chain Management Review is for senior managers responsible for their companies' supply chain activities. Readers also include educators and management consultants who need to keep current with the latest supply chain trends. Supply Chain Management Review is published eight times a year by Reed Business Information. Supply Chain Management Review is a registered trademark of Reed Elsevier, Inc.

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