



The Brand Equity Protection Company™

For Immediate Release

**S. G. Hart & Associates Contributes RFID
Thought Leadership to Paper, Film & Foil Converter Magazine.**

Ridgefield, Conn., (March 14, 2005) – S. G. Hart & Associates, LLC, The Brand Equity Protection Company™, has authored a feature length article in the March 2005 issue of ***Paper, Film & Foil CONVERTER***, A Primedia Publication. Anthony M. Miano, Executive Partner of S. G. Hart & Associates, authored this work which will discuss, among other things, the early history of radio frequency identification (RFID), the basic mechanics of RFID and the challenges facing manufactures that must make a decision to implement or postpone RFID without a clear mandate from large retailers like Wal-Mart and Target. The title for the article is “RFID – Beyond the Mandate”.

According to Anthony M. Miano, “S. G. Hart & Associates is continually being asked to provide its thought leadership on a wide range of topics and issues relevant to the brand equity protection body of knowledge. ***Paper, Film & Foil CONVERTER*** has a strong leadership position in the markets its reaches and we were pleased to respond to their request.” Miano continued, “our thought leadership is a strong component of our overall strategy. The ability to share with readers our understanding of the potential technology components of a brand equity protection program pays dividends in the long term. More importantly however, we rest our reputation on providing unbiased counsel for those seeking a strategic, comprehensive program to address the global threat of counterfeiting and diversion beyond a just a technology solution. The result of our value proposition includes a framework designed to recapture lost revenue, ensure channel integrity, mitigate risk associated with intellectual property theft and assure compliance with governmental directives such as Sarbanes-Oxley Act.”

Adding to the discussion about S. G. Hart & Associates strategy, Stanley G. Hart, President & CEO pointed out that importance of S. G. Hart & Associates’ own publication called BrandEye™ in the area of thought leadership. BrandEye™ focuses each issue on areas of interest among its clients and is complimentary for registered subscribers. Each issue of BrandEye™ offers news and information relevant to the brand equity protection professional with “To Your Desktop” delivery 6 times per year. To become a subscriber or to learn more about BrandEye™, please visit www.sghartassociates.com/brandeye.



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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. The group 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 Paper, Film & Foil CONVERTER (PFFCC)

Paper, Film & Foil CONVERTER (PFFCC) is a monthly magazine in which recognized experts and experienced staff assist converters around the world to become more efficient and profitable in their manufacturing and business practices through newsworthy information on technology; marketing and management trends; and products and services.

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