



## The Brand Equity Protection Company™

### For Immediate Release

### **Research Confirms Dramatic Shifts in Brand Protection According to S. G. Hart & Associates.**

**Ridgefield, Conn., (May 24, 2005)** – S. G. Hart & Associates, LLC, The Brand Equity Protection Company™, has completed its research on the current state of brand protection. The research findings include demand drivers, trends, insights about brand equity protection program design, market missteps, go-to-market strategies and perspectives on future developments generally unavailable with broader brand security market reports. Complete details of the research results are only available as part of S. G. Hart & Associate’s one-day, on-site **ESP** management series.

In talking about the completed research, Stanley G. Hart, President & CEO of S. G. Hart & Associates, says “the timing of our research could not be better due to the significant external and internal changes taking place within the brand protection market and companies realizing how vital brand equity protection programs are for their organizations. These market shifts will have a dramatic impact on the measures used to prevent counterfeiting and diversion and the associated service provider industry.” Commenting on the source of the research material, Hart continued, “We compiled information from a number of different sources over a significant amount of time. Senior executives, brand protection professionals, technology suppliers, converting/packaging executives, attorneys, associations and government officials all augmented our own research.”

Those interested in the research results can sign up for a one-day, on-site **ESP** management series. To learn more about this unique client management service, write to [esp@sghartassociates.com](mailto:esp@sghartassociates.com) or call 203-438-4300.

#### **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 global brand protection consulting company helping clients develop and implement strategies that protect supply chains from the disruptions caused by counterfeiting, product diversion, tampering & theft. S. G. Hart & Associates ensures that the integrity of the firm’s most valuable asset – its brand - is secure, that the brand’s ability to generate and preserve revenue is maximized and that effective controls are used to safeguard the branded asset against unauthorized or improper use.

#### **About ESP**

S. G. Hart & Associates offers a one-day, on-site customized management series targeted to anyone concerned with preserving the revenue generating ability of the brand. The **ESP** management series – **Education, Strategy & Perspective** - is part of S. G. Hart & Associates’ many services to protect supply chains from the disruptions caused by counterfeiting, product diversion, tampering & theft. Write to [esp@sghartassociates.com](mailto:esp@sghartassociates.com) or call 203-438-4300 for more information.

#### **Media Contacts:**

Director, Public Relations  
S. G. Hart & Associates, LLC  
31 Bailey Avenue, Suite 5  
Ridgefield, Connecticut 06877 USA

Tel: 203-438-4300  
Fax: 203-438-3222  
Email: [pr@sghartassociates.com](mailto:pr@sghartassociates.com)  
Web: [www.sghartassociates.com](http://www.sghartassociates.com)

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