



The Brand Equity Protection Company™

**For Immediate Release**

**Stanley Hart, Founder of S.G. Hart & Associates, Speaks on Lessons Learned in the Prevention of Counterfeiting and Diversion at Labelexpo**

**Ridgefield, CT (PRWEB) October 2, 2006** – Stanley Hart, founder of S.G. Hart & Associates, LLC, The Brand Equity Protection Company™, addressed attendees at Labelexpo Americas on developments in the prevention of counterfeiting and diversion.

Stanley G. Hart, President & CEO, of S.G. Hart & Associates, comments “The number of label, packaging and technology companies that are offering brand protection solutions continues to grow. However, companies are having limited success because they do not understand the dynamics of the market or how to present their services.” Hart went onto add, “Our experience working with brand owners in the development of effective strategies in order to prevent the counterfeiting and diversion of products and the associated technologies allows us to give suppliers in the brand protection industry valuable insight.” Hart continued, “We see this growing frustration among suppliers through comments made at conferences as well as the dramatic increase in the demand for our services over the past year.”

**About S. G. Hart & Associates, LLC**

S. G. Hart & Associates, The Brand Equity Protection Company™, 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 and theft.

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