



The Brand Equity Protection Company™

For Immediate Release

S. G. Hart & Associates Launches Diversion Detection Program for Brand Owners

Ridgefield, CT (PRWEB), August 10, 2009 – S.G. Hart & Associates, LLC, the Brand Equity Protection Company™, has launched a unique program to provide brand owners quantifiable data on the diversion of their products at any retail location in the United States.

This first-of-its-kind program yields quantifiable results to assess the extent of diverted product and to measure the associated financial impact on an ongoing basis. It can provide a snapshot view of how much product is in a single store, a region or nationally in a matter of days, thereby identifying the number of locations, the amount of diverted product and the price points at which it is offered. Once the program is established, retail channels can be regularly monitored to determine the effectiveness of countermeasures.

Stanley G. Hart, President and CEO of S. G. Hart & Associates commented on the program, “when it comes to diversion, the primary challenge faced by brand owners is not having the hard data about losses incurred. A brand protection program hinges on having quantifiable data to determine the wide scope of the offending threat - financial, marketing and supply chain – as well as the brand owner’s ability to gauge the level of investment needed to stem losses while simultaneously maximizing return on investment.”

Hart added, “Protecting the brand is not just another cost of doing business. The threat of diversion is a strategic issue that requires management attention like any other corporate initiative requiring executive level consideration. A successfully executed brand protection program can result in recapturing top-line revenue as well as guarding the integrity and trust of the brand with the consumer.”



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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. 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.

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