

# BRAND PROTECTION

**Brand owners face the serious issues of: Counterfeiting, Piracy and Diversion**

Counterfeiting poses the gravest risks in these five areas:

- Erosion of brand equity.
- Loss of revenues and profits.
- Damage of reputation.
- Potential Liabilities.
- Increased expenses (protection, investigation and litigation).

According to the U.S. Chamber of Commerce (USCC), counterfeiting costs the U.S. economy alone, between \$200 to \$250 billion per year. This problem not only affect brand owners, but also other players in the industry.

According to the USCC, 750,000 workers have been displaced from legitimate businesses as a direct result of counterfeiting and piracy activities. These job losses result in wage losses which lead to loss of tax revenues for local, state and national governments, thus undermining the economy. We offer you a broad array of brand protection solutions that will help you protect your brand from both existing and evolving counterfeit practices.

We can help you prevent this problem by offering different brand protection solutions, depending on your specific needs.

For samples or more information on our offerings, please contact your Sales Representative.

**FINOTEX USA**

Corporate Headquarters  
6942 NW 50th Street  
Miami, FL 33166  
T. 305.470.2400  
F. 305.594.5883  
infousa@finotex.com

**FINOTEX MEXICO**

Finos Textiles de México S.A. de C.V.  
Prol. Saturno No. 456 Nave 20  
Col. Nueva Industrial Vallejo  
México, D.F., México 07700  
T. 5255.2062.2461  
F. 5255.2062.2462  
infomexico@finotex.com

**FINOTEX DOMINICANA**

Finos Textiles Dominicana S.R.L.  
ZF Lic. Victor Manuel Espailat Mera,  
1ra. Etapa. Calle Jacagua, Esq. Laguna Prieta  
Manzana J #10  
Santiago, Dominican Republic, 51074  
T. 1.809.242.7474  
F. 1.809.242.7070  
infodominicana@finotex.com

**FINOTEX COLOMBIA**

Finotex S.A.  
Carrera 74 No. 77-50  
Barranquilla, Atlántico, Colombia  
T. 575.361.6100  
F. 575.353.4444  
infocolombia@finotex.com

**FINOTEX HONDURAS**

Finos Textiles de Centroamérica, S.A.  
Zip Choloma II  
Carretera a la Jutosa  
Choloma, Cortés, Honduras  
T. 504.2669.5220  
F. 504.2669.5214  
infohonduras@finotex.com

**FINOTEX EL SALVADOR**

Finos Textiles de El Salvador S.A. de C.V.  
Km. 24 Carretera a Santa Ana,  
Zona Franca Export Salva,  
Bodega No.12BC Lourdes, Colón  
La Libertad, El Salvador.  
T. 503.2304.2300  
F. 503.2304.2310  
infoelsalvador@finotex.com

**FINOTEX NICARAGUA**

Finos Textiles de Nicaragua, S.A.  
Km. 48 Carretera Tipitapa-Masaya  
Parque Industrial Astro Nicaragua S.A  
Managua, Nicaragua  
T. 505.2295.4899  
F. 505.8787.1418  
infonicaragua@finotex.com

**FINOTEX GUATEMALA**

Avenida Hincapie 24-20 Zona 13  
Ciudad de Guatemala,  
Guatemala 01013  
T. 502.5732.7451  
502.2384.3315  
F. 502.2384.3316  
infoguatemala@finotex.com

**FINOTEX PERU**

Finos Textiles del Perú S.A.  
Lima, Perú  
T. 511.99.402.9190  
infooperu@finotex.com

**FINOTEX - SHINING  
HONK KONG/CHINA**

Dodo Yu - Director  
Unit 1-2. 1/f., Block A, Vigor Industrial Bldg.,  
14-20 Cheung Tat Rd., Tsing Yi. N.T., H.K.  
T. 852.2618.7338  
F. 852.2428.6038  
infochina@finotex.com  
infohongkong@finotex.com