



**RED
POINTS**

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Problem:

) david
trubridge



Designer David Trubridge first realized **he had a counterfeit problem at a fair in 2014**. Manual processes to remove fakes proved to be **long, expensive and ineffective**.



Lékué

Lékué found that **online counterfeiters were trying to steal their success**. These fake kitchen products weren't made with **any kind of safety standards and could pose health risks** to their own customers.

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Solution:

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Within six months of using Red Points' technology, **92% of infringements had been eliminated** from online marketplaces, making it virtually impossible for knockoffs to reach consumers.

Lékué

Within one year, Lékué was able to **take down 1624 counterfeits**. That translated into a **40% increase in sales** for the top protected product, which also helped keep more customers away from hazardous counterfeits.



"It used to take up a lot of our time and now we can just focus on design and doing our core jobs."

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About Us:

900+ worldwide clients from all type of industries



Joseph
Joseph



stasher
the evolution of storage bags

Secto
DESIGN



LifetimeBrands

Best-in-class technology to protect online revenue and reputation, with over 120+ engineers in the team

4 offices:

- New York
- Salt Lake City
- Beijing
- Barcelona

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