Rollink Secures Its Brand and Distributors' Trust With BrandShield's Proven and Reliable Platform

Rollink is an Israel-based manufacturer of innovative, high-end collapsible rolling luggage, based on advanced technology and fashion. The company's products offer premium quality, and are designed for the modern, environmentally aware traveler. Rollink was established in 2019 and already boasts a global presence in 25 countries.

🪪 Rollink Business Card

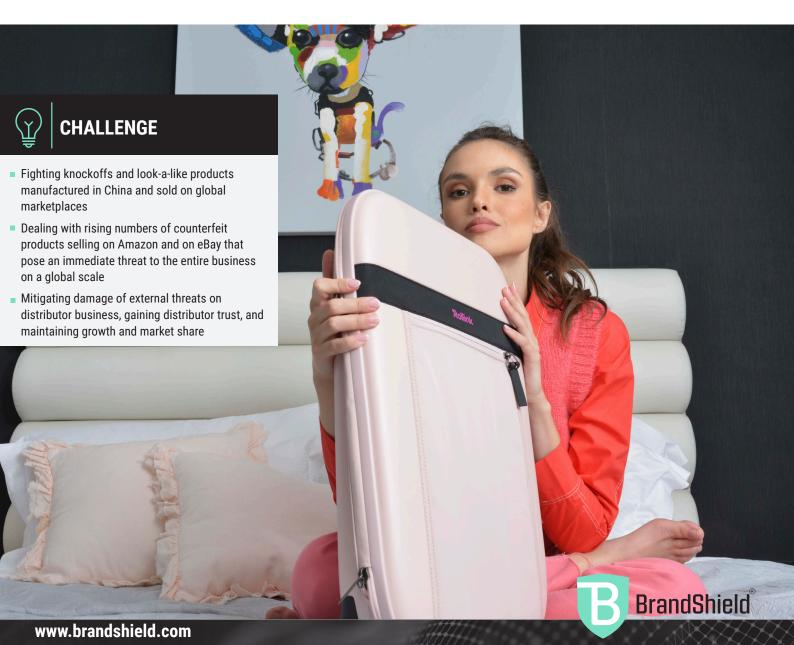|	
Company:	**Rollink**
Target market:	**Global**
Products:	**High-end consumer – luxury efficient travel solutions/suitcases**
Website:	**www.rollink.com**

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The company takes great pride in its brand and what it stands for and wanted to assure a secure counterfeit-free market for both its distributors and customers. When unauthorized players sell counterfeit products, the damage caused is more far reaching than financial loss. Product safety, reputational harm of the brand are main concerns, in addition to the damage which extends to negative effects for distributors being unable to maintain market growth.
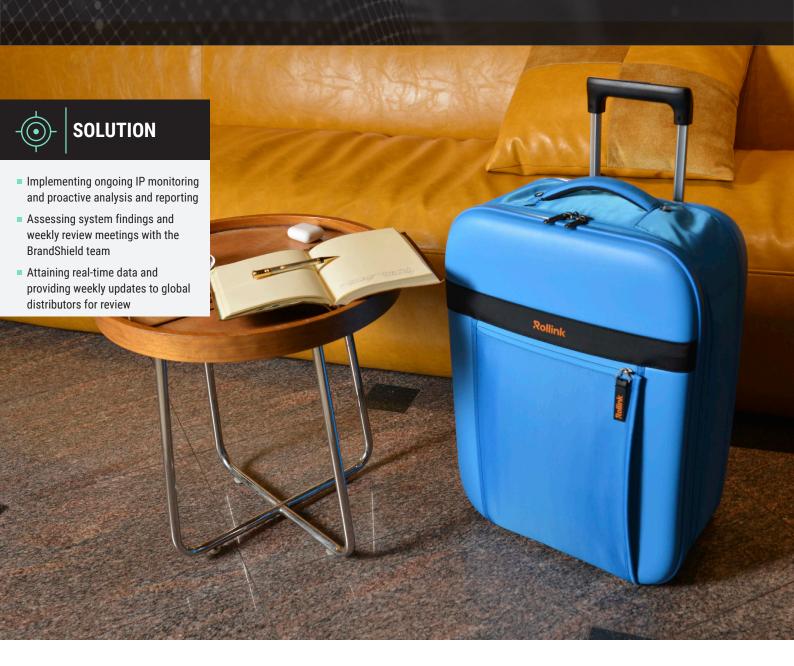
Shortly following the global launch of Rollink's collapsible luggage line, Chinese knockoffs began to appear on e-commerce sites – first on Amazon in Germany, then on eBay in Spain. The Rollink team had anticipated this threat and had proactively implemented an offensive IP strategy, which included registering patents, trademarks, and intellectual property, and submitting legal challenges whenever counterfeit goods were detected.

A second line of defense, that of continued innovation and release of new products, also proved to be successful. However, sustaining endless production and release of new products to stay ahead of bad actors in the market was no longer a sufficient solution. They quickly realized that their brand protection solution could no longer keep pace with the growing number of threats and that they lacked the requisite knowledge of how to detect and remove these illegal risks.

This was an immediate and direct risk to the brand, the company's bottom line and the trust of their global distributors.

CHALLENGE

- Fighting knockoffs and look-a-like products manufactured in China and sold on global marketplaces

- Dealing with rising numbers of counterfeit products selling on Amazon and on eBay that pose an immediate threat to the entire business on a global scale

- Mitigating damage of external threats on distributor business, gaining distributor trust, and maintaining growth and market share

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SOLUTION

- Implementing ongoing IP monitoring and proactive analysis and reporting
- Assessing system findings and weekly review meetings with the BrandShield team
- Attaining real-time data and providing weekly updates to global distributors for review

Driven by their deep commitment to the quality of product, reputation, and the security of its valued distributors, Rollink sought out a dedicated brand protection solutions provider. They needed a platform that was able to deliver more stringent AI-based scanning and security practices, whilst helping them manage the increasing number of infringements. So, Rollink turned to BrandShield and its market-proven solution for support in formulating a proactive strategy.

BrandShield analyzed the specific threats and tailored a solution best fitting the requirements of Rollink. BrandShield's platform goes beyond a one-size-fits-all approach and looks at the big picture before targeting threats. Following implementation in Q1 2022 and an initial review of available data, BrandShield drilled down on counterfeit networks and their distributors.

BrandShield constantly monitors the internet for IP threats. The brand protection system employs dedicated AI and machine learning tools to detect and take down infringements, such as counterfeits, grey market dealers, and brand impersonation.

Rollink receives through ongoing reviews of findings and statistics and meet to review these with the BrandShield team.

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This level of detection involves an in-depth understanding of Rollink's unique market requirements, and utilizes every aspect of BrandShield's brand protection solution, including trademark infringements, counterfeit products, internal operations, social media, and marketplaces where risks are abundant.
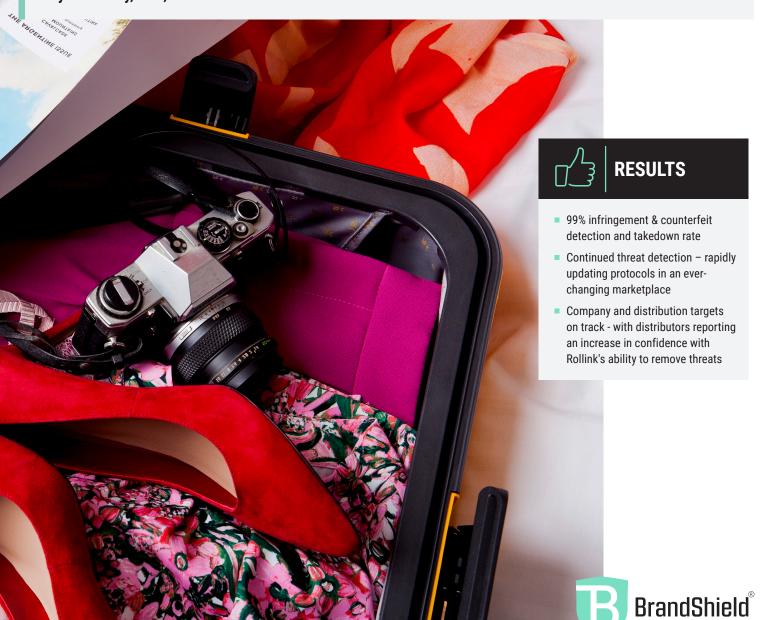
Rollink's distributors are continually impressed by the platform's results and the system's ability to independently 'take down' content, supported by BrandShield's proprietary enforcement capabilities. For Rollink, takedowns of counterfeit sites now stand at 20-50 weekly on a global basis.

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> For me, it's all about the quality, not the quantity. After several meetings, whereby we reviewed the platform reports, BrandShield quickly understood, what is relevant to us and what isn't. This approach saves us valuable time and resources on a weekly basis, leading to effective and efficient workflows and decision-making."
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> **Eyal Azoulay, CEO, Rollink**

👍 RESULTS

- 99% infringement & counterfeit detection and takedown rate
- Continued threat detection – rapidly updating protocols in an ever-changing marketplace
- Company and distribution targets on track - with distributors reporting an increase in confidence with Rollink's ability to remove threats

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Specifically, BrandShield helped Rollink gain back the trust of their distributors, by demonstrating that Rollink has a clear, real-time view of regional counterfeits that can be obtained and acted against. This also lays down a strong foundation for their distribution infrastructure enabling expansion of the distributor network as well as growth, increased market share and revenue.

Presently, a removal rate of 99% has been obtained, ensuring brand integrity and distributor and end-user confidence in the Rollink brand.

Equally importantly, all this was achieved by offloading the burden of brand security to BrandShield, thereby freeing up Rollink resources and increasing efficiencies within the company. BrandShield's unrivaled ease of use resulted in fast onboarding and response times, ease of use via the platform's dashboard, and a friendly, uncomplicated UX.

Today, BrandShield's advanced crawling and scraping capabilities monitor all relevant marketplaces and major social media platforms to protect Rollink and its customers. marketplaces, social media, and online platforms, where mass detection and tailored takedowns have ensured near perfect detection and removal rates.

Rollink invests in protecting its distributors and customers from phishing and other scams, and for them, this investment has paid for itself.

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> We are very impressed by the results obtained by BrandShield's platform and the team that stands behind it. Having this tool is not only used for brand protection but as a marketing tool with distributors across the globe. It's simple. They know that we have their back."

BrandShield exceeded our expectations! We reached 99% counterfeit removal rates and re-established trust with our distributor network. They provide a top-end and reliable product in combination with an excellent understanding of legal requirements, business, and commercial priorities. The results speak for themselves!"

Eyal Azoulay, CEO, Rollink

www.brandshield.com

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