

T-AMULET BANGKOK



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Tone Bangkhae
Owner
T-Amulet, Bangkok, Thailand.

T-AMULET DELIVERS UNIQUE AUTHENTICITY CERTIFICATION AND BUYER CONFIDENCE WITH HID PRINTING SOLUTIONS

Thai Buddhist amulets have been revered for their art and spirituality for centuries, and are cherished for their beauty, provenance and collector value. The most prized originate from venerated monks and are believed to possess extraordinary properties of good fortune. Amulet collectors, from both Thailand and overseas, share the belief that amulets can bring them closer to the Buddha, offer protection from harm or misfortune, and invite good luck and opportunities for prosperity.

The Challenge

The Thai amulet market operates primarily on trust and reputation, and the majority of buyers rely on the accumulated knowledge and skills of roughly 10 top-tier specialists in Thailand. As a result, buyers face the challenge of trading carefully as, outside of the most established specialists, authenticity cannot be guaranteed, potentially leading to buyer disappointment and investment loss in a market highly vulnerable to fake items.

Tone Bangkhae, proprietor of T-Amulet in the Bangkok amulet market, has 20 years of experience in the amulet trading and certification business and estimates that only 30 percent of Thai buyers have the knowledge required to properly assess the authenticity of an amulet. With observers estimating that a substantial number of amulets in the market are non-genuine, the scale of the challenge is clear.

For overseas buyers, predominately from the Association of Southeast Asian Nations (ASEAN), mainland China and Hong Kong, the market is even more daunting, as collectors typically possess insufficient expertise and therefore adopt cautious buying strategies to avoid non-genuine items. Newer and smaller businesses in the amulet market have struggled to become more established since buyers have both a limited selection and ability to distinguish between fake and real amulets. Consequently, the overall collector market has not reached its full potential.

The challenges for T-Amulet and for the market as a whole were to introduce a secure certification solution to provide peace-of-mind to domestic and international buyers, boost the credentials of smaller businesses, and facilitate the expansion of the untapped collector market.

The Solution

T-Amulet selected and deployed HID Global's FARGO® printers to enable them to issue ID cards as unique as the amulets they certify. As pioneers in amulet certification printing, their HID solution provides unique and high-quality certification smart cards to buyers in as quickly as five minutes. These identification cards are distinguished by high-resolution text and images, and incorporate a unique T-Amulet logo hologram to provide customers with the highest level of confidence.



According to Mr. Bangkhae, in the past, one of the few ways for buyers to gain a guarantee of authenticity was to participate in amulet quality competitions, as the competition certificate would validate that the amulet was genuine. Now, HID's FARGO printers allow T-Amulet to offer customers the same assurance by issuing unique printed amulet identity cards. "Many customers want a guarantee of authenticity for their amulets, both for their own peace-of-mind and to ensure the future trade value," he says. This is particularly important for international buyers, which represent 50 percent of T-Amulet's customer base and around 25 percent of the overall Thai amulet market.

The Benefits

For T-Amulet, a high-quality physical certification issued by the HID Global FARGO printer solution has two key benefits: First, it provides the guarantee of authenticity and peace-of-mind for each amulet transaction, which is particularly important for overseas buyers.

Second, certification opens up new business expansion opportunities besides amulet trading, by serving existing amulet owners who seek to verify the authenticity of pieces in their collection. "Clients want to know if their amulets are real, but we can only issue certificates for authentic items," says Mr. Bangkhae.

The solution also facilitates easier and more secure transactions within the amulet market. Buyer confidence has risen – especially for overseas buyers – and this prompts collectors to explore newer and smaller sellers, with the assurance that they can subsequently verify authenticity. Additionally, the certification of amulets has facilitated the introduction of agreements between buyers and smaller traders to provide refunds for amulets that fail authenticity tests.

Thai Buddhist amulets require the seasoned experience and skilled eye of well-known specialists such as T-Amulet to verify their authenticity. With HID Global FARGO printer solutions, unique certificates are providing confidence to individual customers and collectors alike in Thailand and worldwide.

Click [here](#) to watch the video of this case study.



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