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Start Menu

With the SToP Cost Calculator, you can estimate the impact counterfeit trade has on your company in terms of revenue and brand value. You will also get information on which anti-counterfeiting solution might be suitable for your business needs and get an estimate of the costs of that solution. Just start the calculation by clicking on the corresponding double-chevrons!



The screenshot shows the 'Start Menu' of the SToP Cost Calculator. It features three rows of options, each with a description, a double-chevron icon, and a corresponding calculation label and unit. A fourth button is located at the bottom left. Red boxes and numbers highlight specific elements:

- 1**: Points to the three double-chevron icons used to start calculations.
- 2**: Points to the four blue input boxes for 'Revenue impact', 'Brand value impact', 'Solution one time costs', and 'Solution recurrent costs'.
- 3**: Points to the three 'Reset' buttons located to the right of the input boxes.
- 4**: Points to the 'Calculate Business Case' button at the bottom left.

Form the Start Menu of the SToP Cost Calculator, you can initiate the revenue impact, brand value impact, and solution costs calculation. Click on one of the three double-chevrons to start the corresponding calculation (1). After finishing a calculation, the result will be displayed in one of the blue boxes (2). To delete a result, press the adjacent “Reset” button (3). Once the impact and solution cost calculations are completed, you may display your company’s individual business case by clicking “Calculate Business Case” (4).