Securing Products Against Brand Theft: The Problems, Concerns & Solutions – Optically Variable Devices

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WHAT IS AN OPTICALLY VARIABLE DEVICE?

Material that changes appearance when viewed from a different angle.

Commonly referred to as Holograms, 2D/3D Holograms, Dot Matrix Holograms etc.
WHAT IS A HOLOGRAM

✓ A Hologram is a visual medium providing an image in three dimensions (3 D) making it instantly recognizable to the naked eye and uniquely resistant to counterfeiting. Holograms, with their high-quality, high-definition optical image, are very effective in combating fraud.

✓ When viewed from different angles under any type of natural or artificial light, the hologram will diffract the beautiful colours of the spectrum (i.e. colours seen in a rainbow), giving it an extraordinary visual appeal.

✓ Apart from the three-dimensional and the depth effect which are the basic features of the hologram. It is possible to create other effects such as The Animation Effect, The Dynamic Effect, The Kinetic Effect etc. and also to conceal code letters or numbers or secret images or incorporate Micro-Lettering in one of the layers of the Hologram. These are some of the typical optical security features incorporated in Holograms to make them impossible to replicate. Some of these features can be viewed only with the aid of special viewing instruments or under special lighting conditions.
A Hologram is the “Interference Pattern” on the photosensitive coating on the surface of the glass plate created by the interaction of two beams of coherent light from a laser. (called the reference beam and the object beam).

Each time a holographic recording is undertaken, there will be subtle variations in the above referred “Interference Pattern”, making such pattern unique. Thus, uniqueness is inherent in the very process of holographic recording. It is not possible to make an exact replica of a hologram and hence it is regarded as virtually impossible to replicate.
WHY HOLOGRAMS?

THRIVING BUSINESS OF SPURIOUS DUPLICATES AND IMITATIONS OFTEN LEADS TO

- LOSS OF SALES
- LOSS OF MARKET SHARE
- LOSS OF CREDIBILITY
- RISK OF LIABILITY
WHY HOLOGRAMS?

✓ HOLOGRAMS INCORPORATE SECURITY FEATURES AT 3 LEVELS

✓ 1ST LEVEL: TARGETED AT THE END USER - CUSTOMER.

✓ 2ND LEVEL: TARGETED AT THE MIDDLE CHAIN - DISTRIBUTORS ETC.

✓ 3RD LEVEL: FOR THE USER OF THE HOLOGRAM - MANUFACTURER, ETC.
HOLOGRAPHIC FEATURES

OVERT FEATURES – Distinctive, verifiable by eye optically variable features

- GUILLOCHE PATTERN
- KINETIC EFFECT / ANIMATED EFFECT
- GRADIENT EFFECT
- 2D/3D & PURE 3D MODEL IMAGES
- TRUE COLOUR IMAGES
- CHANNEL EFFECT
- PEARL EFFECT WITH TEXT
- CONCEALED IMAGES
- ANIMATED CONCEALED TEXT
HOLOGRAPHIC FEATURES

COVERT FEATURES – Security features requiring a viewing device

- MICRO TEXT
- NANO TEXT
- RASTER IMAGES
- MINI SWITCH – 2 CHANNEL IN MICRO TEXT
- LASER READABLE IMAGES
- ANIMATED LASER READABLE IMAGES
- 2 CHANNEL LASER VIEWABLE IMAGES
DESCRIPTION OF SECURITY FEATURES IN HOLOGRAM ORIGINATED USING DOT MATRIX SYSTEM

DESCRIPTION OF OVERLAY

A). PURE THREE DIMENSIONAL EFFECT (Holostik Logo & Globe)
B & C). COMPUTER SYNTHESIZED 2D/3D IMAGE
D). GRADIENT EFFECT (CONICAL AND LINEAR MOVEMENT)
E). MULTI LEVEL COVERT LASER VIEWABLE IMAGE
F). WASHED RASTER IMAGE/ TEXT - "INDIA"
G). CONCEALED IMAGE
H). GUILLLOCHE PATTERN (HIGH RESOLUTION LINE)
I). SHAPED PIXEL TECHNOLOGY (HEXAGONAL)
J). MICROTEXT
K). NANOTEXT
L). TRUE COLOUR PHOTOGRAPH IN CHANNEL EFFECT (4 CHANNEL)
M). GRADIENT EFFECT/ MOVEMENT
N). LASER READABLE COVERT IMAGE (•)
HOLOGRAPHIC SOLUTIONS

- TAMPER EVIDENT SECURITY HOLOGRAMS
- HOLOGRAPHIC STRIP
- HOLOGRAPHIC HOT STAMPING FOIL
- TAMPER EVIDENT HOLOGRAPHIC LABELS
- HOLOGRAPHIC PAPER LABELS
- HOLOGRAPHIC SHRINK SLEEVES / LABELS
- HOLOGRAPHIC SCRATCH
- HOLOGRAPHIC ALUMINIUM FOIL
- HOLOGRAPHIC POUCHES & WADS
Making of the Hologram

ARTWORK CREATION

MAKING THE ARTWORK

MAKING THE ARTWORK

CAMERA READY

IMAGE SETTING

MASTER ORIGINATION
(HOLOGRAPHIC RECORDING
THROUGH HIGHLY SOPHISTICATED
LASER GUN AND SPECIALIZED MIRRORS
AND LENSES)

PLATE/SHIM MAKING
(MOTHER/DAUGHTER SHIM)

EMBOSSING
(GOLD METALIZED POLY ESTER
FILM WITH SPECIAlIZED TAMPER
EVIDENT COATING)

ADHESIVE COATING/LAMINATION

WATER BASED PRESSURE
SENSITIVE ADHESIVE
FOR SELF ADHESIVE STICKER

SOLVENT BASED PRESSURE
SENSITIVE ADHESIVE
FOR SELF ADHESIVE STICKER

HOT MELT BASED PRESSURE
SENSITIVE ADHESIVE
FOR SELF ADHESIVE STICKER

HEAT ACTIVATED ADEHESIVE
FOR HOLOGRAPHIC STICKER
USING CUSTOM MADE MACHINE

MANUAL DIE-CUTTING
(PIECEWISE HOLOGRAMS
IN SHEET FORM FOR MANUAL
APPLICATION)

AUTOMATIC DIE-CUTTING
(PRODUCTION OF HOLOGRAMS
IN SPOOL FORM FOR AUTOMATIC
APPLICATION)

SLITTING
(A/S PER SIZE OF THE SPOOL)

FINAl QUALITY CHECK & DISPATCH

INSPECTION IS DONE AT EVERY
STAGE OF PRODUCTION

Holostik India Limited
About Ourselves

- SOPHISTICATED MASTER ORIGINATING FACILITY – MASTERS ORIGINATED AT UPTO 12000 DPI
- EXPERTISE TO PRODUCE EXTREMELY HIGH SECURITY HOLOGRAMS
- EXCLUSIVE SECURITY FEATURES
- NATIONWIDE PRESENCE
- CAPACITY FOR CONTINUOUS HIGH VOLUME PRODUCTION
- MARKET LEADER WITH OVER 60% MARKET SHARE
- HIGH SECURITY ENVIRONMENT AT OUR WORKS – FULLY INTEGRATED MANUFACTURING PLANT WITH ALL FACILITIES UNDER ONE ROOF
- FIRST INDIAN HOLOGRAM MANUFACTURING COMPANY TO BE ISO 9001 CERTIFIED
- FIRST AND ONLY SECURITY HOLOGRAM MANUFACTURER WORLDWIDE TO GO LIVE ON SAP
CALL HOLOSTIK INDIA LTD., THE LEADERS & INNOVATORS IN THE INDIAN HOLOGRAPHIC INDUSTRY, TO PUT IT’S TECHNOLOGY & EXPERIENCE TO WORK FOR YOU TO PROVIDE YOU WITH INNOVATIVE, CUSTOMISED & COST EFFECTIVE SOLUTIONS FOR YOUR DOCUMENT AND PRODUCT AUTHENTICATION, BRAND PROTECTION, BRAND PROMOTION AND BRAND IMAGE ENHANCEMENT.

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