

# Optically Variable Devices

# Holograms

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Protect and enhance your brand and products with a unique sign of authenticity and quality



**ADDING VALUE TO YOUR BRAND**  
BRANDING · DESIGN · PRODUCT DEVELOPMENT · LOGISTICS

# Holograms Optically Variable Devices

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Branding has never been more important than it is today. It is a global fact that companies invest more and more in their brand profile today in order to overcome fierce competition.

It is very difficult today to tell the difference between a fake and an authentic product. Famous internationally registered brands, fashion articles, luxury items and even objects of every day use are all targets for the experienced forgers who use increasingly sophisticated techniques to undermine your brands integrity and quality.

Global trade and the industrial development of the emerging economies have led to an unprecedented level of fakes and counterfeited items, which affect many well known international trade marks.

Whether we are creating a new brand identity or helping you to add the finishing touches to your collection, our experienced design and development team deliver creative, intelligent and original solutions to any brief. Intelligent Labelling! Contact your local Nilorn office for the latest information.



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## Holography means security

Modern technology, represented by sophisticated colour copying machines, high-resolution laser scanners and laser printers, has made traditional security printing unsafe.

In a period when conventional security printing techniques can no longer fully protect you against fakes, we offer a large variety of optically variable devices – holograms – which combine the complexity of image formation with high-tech materials for your optimum protection.

Technologies include, Nilorn Secure, UV/IR Yarns, UV/IR Inks, Holographic Labels, OVD's, Sequential Numbering, 2-D Bar Codes, RFID, Watermarks, Security Inks, and DNA tags.

# Product



Nilorn will provide clients with an adhesive Hologram label, to be applied to individual garment tags or packaging. This unique label will be designed specifically for the client and will incorporate the following security features;

Hologram; this will comprise images in two or possibly three planes. The primary image/logo will change colour when viewed at different angles. Underlying images, including text, guilloche and graphics will also be used – some of which will only appear when viewed from a specific angle. In addition, we can also incorporate covert micro and nano texts, which are only visible under a microscope.

The Hologram design for each client will be registered with the International Hologram Manufacturers Association, a trade body which is established in order to protect your label from copying by other manufacturers.

Sequential Number; a human-readable code will be laser-etched on each label. This numbering sequence can be "scrambled", by using a mathematical algorithm and will therefore appear random.

This additional measure makes the label even more difficult to copy – and means that that each label, and therefore each garment, has a unique code.

Duplicate labels are never produced.

As labels are issued against your orders, codes are recorded by Nilorn for tracking purposes. Quantities can be specific to each order – or labels may more simply be issued by manufacturer/licensee.

This feature could also be extended to help provide you with a track-back facility for managing parallel importing – should this ever become an issue, in the future.



# Process

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Orders for security labels will be raised by your authorised personnel, either directly on Nilorn's web-order-system or via a data file (Excel spread sheet) which can be supplied as an email attachment or via an FTP site.

Once these orders are verified they can either be despatched automatically or made available for call-off by suppliers/licensees, via our system. Suppliers will only be able to nominate a shipping date and will not be able to amend quantities or raise additional orders. Suppliers are automatically notified by email when a new order is placed on our system. If suppliers require additional labels (for over-make or spoils) these will have to be ordered by you. In the case of spoils – we will provide the means to record the details of each sequentially numbered label, so that it can be invalidated.

The Holograms can be issued in discreet batches on an order by order basis and will be clearly labelled in order to avoid being used indiscriminately by factories.

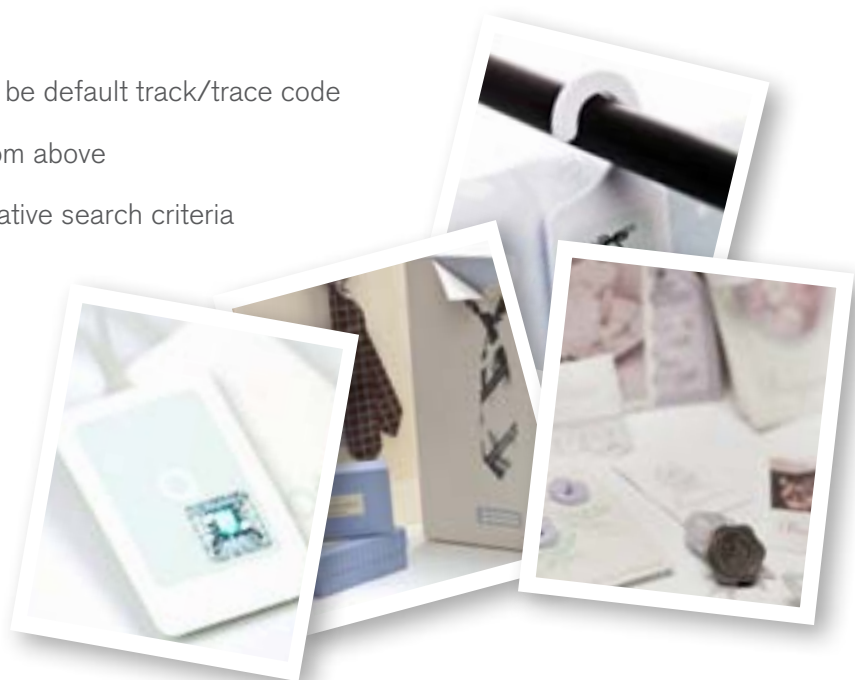


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## Information required with your order;

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- ✓ Source date
- ✓ Your Reference Number – will be default track/trace code
- ✓ Order Number – if different from above
- ✓ Style Number – to allow alternative search criteria
- ✓ Quantity – to include any uplift
- ✓ Ex-Factory Date – optional

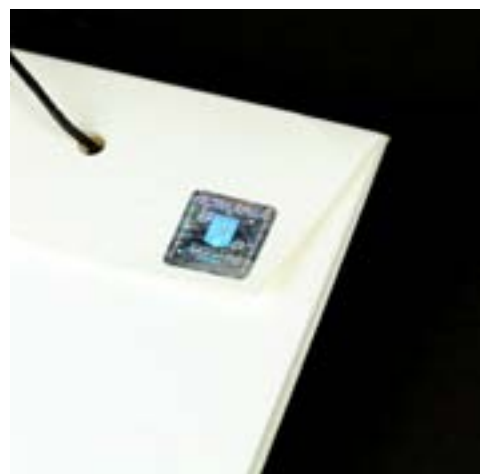




# Summary Benefits

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- Hologram labels are unique to each client and provide a simple means to verify the authenticity of your product and protect your brand from counterfeiters.
- Your design will be registered with the International Hologram Manufacturers Association in London – which is your assurance that no reputable manufacturer will attempt to copy your label.
- Discreet (covert) security devices can be incorporated within the Hologram design, to further protect against copying. Special adhesive is used to prevent labels being interfered with or transferred between products. (Tamper-Evident)
- Hologram labels can incorporate a unique sequential code; this acts both as a further deterrent to copying and also provides the means for Nilorn to track labels back to point of application/issue. This process can help you to manage parallel importing of genuine products.
- Providing your product with a unique identification affords you the potential to allow the consumer to verify the authenticity of their purchase via the web – thereby enabling you to capture data for direct marketing purposes, if desired.
- Additional variable data (either covert or overt) can be incorporated by label batch, thereby making the label unique to one supplier or licensee.
- Nilorn can issue labels in small batches to authorised users; alternatively labels can be supplied to precise quantities against your individual orders. This avoids any potential issues with over-supply.
- Nilorn's Web-Order-Management system provides full accountability of distribution by supplier or licensee.
- Hologram labels are perceived as a "mark of quality" and add value to the consumers perception of your brand.





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