



Brand De La Rue  
Protection

# Bringing Authenticity to Life



DeLaRue

## De La Rue Authentication, Your Brand Protection Partner

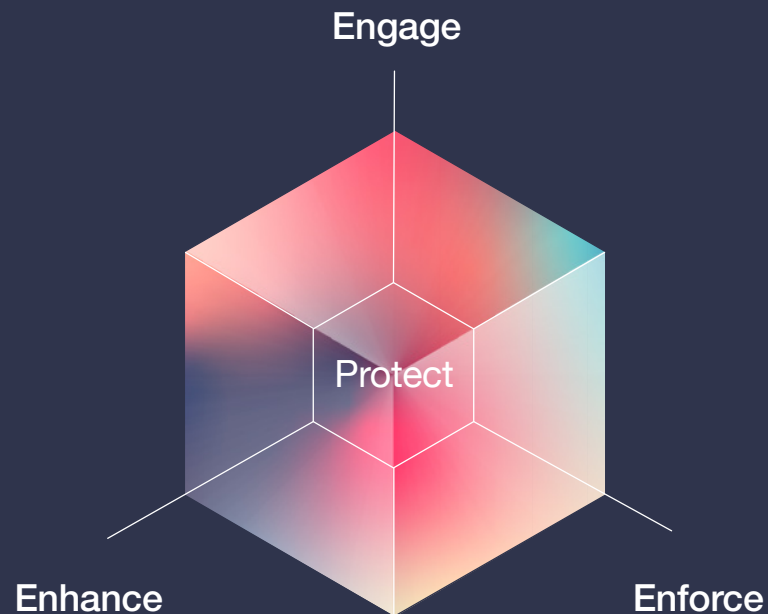
*Your brand protection solution,  
powered by our expertise.*

Brand protection is a rapidly changing industry. In both offering and capability, today's brand protection model looks very different to how it did just a few short years ago. It requires responsive solutions that not only enable a brand to protect its products and reputation, but also create engaging consumer experiences, increase interaction and inspire trust. De La Rue understands that a complete solution is essential for the success of any brand or consumer protection programme – which must now go further than the interaction at point of sale, reach into the supply chain and keep working in the circular economy. De La Rue offers a range of solutions that combine the world's most secure serialised tokens (designed specifically to integrate with your brand) alongside digital capabilities that enable tracking, tracing and mobile applications.

De La Rue has been creating brand protection solutions for over 30 years, applying our expertise and proven track record in security sectors to the specific challenges facing your brand. Our heritage in secure optical technologies dates back to the earliest days of security holograms, since which we have demonstrated world-leading holographic innovation and built long-standing partnerships with the brands we work with to ensure that our solutions offer the ultimate protection from counterfeit threat. We operate to the standards of the IHMA and are accredited to ISO 9001 for Quality and ISO 14001 for Environmental Management Standards.

As your partner, we offer a wide variety of security features and complementary effects to protect and enhance your brand. We select the best technologies for your requirements from our extensive portfolio of security features and employ complex origination and production processes that are not available to counterfeiters. Working closely together, we can ensure that your programme remains ahead of any threat.

De La Rue's Brand Protection solution is built on three core pillars: Engage, Enhance and Enforce.



## Engage

Each De La Rue authentication label is a thing of beauty, intricately designed and carefully crafted to captivate your consumers from the very beginning. The intuitive, high-impact holographic effects create a moment of wonder that attracts and invites the end user to actively engage with the hologram, as they rotate the label or tilt it from side to side to discover hidden features.

Along with visual authentication, our Traceology™ platform also allows eVerification through the scanning of the QR code on the label. This acts as a secondary product verification method and also provides a simple platform for brands to interact with their customers. Whether it's by sharing marketing materials or links to social media, your brand can customise how you utilise this platform.

## Enhance

Authentication labels must provide a means of quickly and easily verifying whether a product is genuine or not. However, while it's important for the label to stand out for ease of public authentication, it must also visually complement the packaging in a way that aligns with the brand's overall aesthetic.

We design our holograms with this in mind, drawing on a wide range of stunning effects to create a stand-out label that elevates your brand's design. By integrating the label as a brand feature in itself you can instantly communicate a high level of authenticity and transparency, which helps to instil, increase and reinforce brand trust. Coupled with our Traceology™ platform, this creates an end-to-end journey that enhances the consumer's brand experience and encourages them to see you in a new light.

## Enforce

Each authentication label's unique serial number enables tracking throughout its lifecycle. Alongside De La Rue's Traceology™ platform, this provides brand owners with complete visibility and control from source to consumption. Every process in the supply chain is managed through a centralised database with customised reporting analytics.

DLR Validate enables your brand's field enforcement agents to quickly and easily identify whether a label is genuine or not, using a mobile platform which can verify the featured hologram's authenticity. This process confirms the validity of a label in under 10 seconds and is a valuable device for field agents who have little time to visually inspect every label.



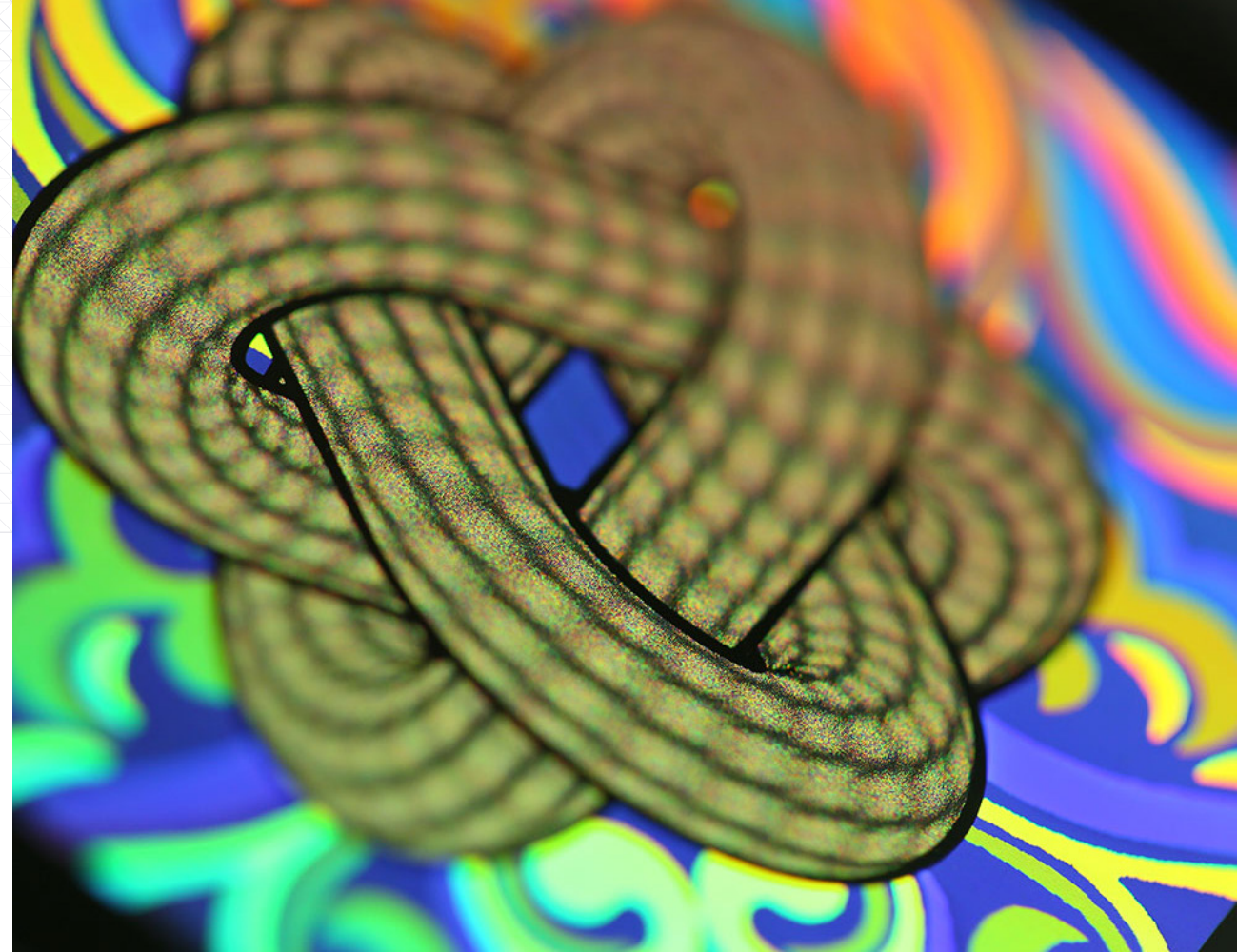
## Authentication That Stands Out

Holography remains a key element of any brand protection solution due to the versatility of effects, – from vivid iridescent colours to achromatic white, 2D/3D depth effects to parallax Fresnel imagery, multichannel kinetic animation effects to stereograms. The ability to combine these effects across both metallised holograms and HRI (transparent holograms) ensures that they can be easily authenticated by the end user but are extremely challenging for a counterfeiter to replicate.

De La Rue has been a global leader in advanced Benton rainbow (classical) holography since the early 1990s. Over time we have driven innovation and evolved our own capabilities and processes in order to meet the changing needs of the market. Using a combination of both design and effects-based imaging, De La Rue has developed a direct-write micro-lithographic imaging platform which creates bold and distinctive effects which are extremely well suited for the brand protection market. In addition to these technologies, our holographic capabilities are further expanded by our highly differentiated Lippmann holography platform, which provides uniquely secure, full parallax 3D effects.

In recent years holography has advanced enormously, creating exciting new effects and opportunities for integration into a brand protection programme. Improvements in precision engineering, powerful software processes and origination technologies have enabled the development of new, highly complex structures that are visually engaging and extremely versatile in their application.

Widely adopted in the high security banknote and ID markets, holograms are required or recommended by industry bodies as a core component of a secure document. Brand owners have adopted



this technology for protecting and enhancing their own products with a visually evident security device that's trusted by both consumers and officials, and is easy for all to check. Holograms provide quick authentication through immediate visual verification and additionally through the use of a smartphone application for secondary validation and added interaction with the end user.

Flexibility in design and format ensures that holography can drive brand engagement as well as security. This versatility allows holograms to be used as a premium brand enhancement tool, which can be easily integrated into production processes using established application technologies. Today, holograms can also be used in combination with print and packaging, selective demetallisation or with numbering and coding to further differentiate within brand markets.

## Our Approach

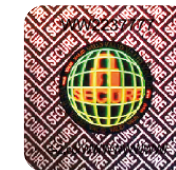
De La Rue Authentication designs, originates and manufactures holographic labels and hot stamping foils. We collaborate with you to select the appropriate features, effects and formats for each application. Then we can either lead the process from design to product application or work closely with your design team and supply chains to integrate your security device. We understand the different needs, pressures and expectations of internal stakeholders, production partners and international distributors, and we're able to support brand owners, licensing managers and brand protection teams in building and developing their programme.

De La Rue puts your brand at the heart of the process, creating the most suitable, secure and effective solution for you and your consumers. From beginning to end, we work to ensure that the solution meets your end requirements – whether the focus is on sustainability, durability or agility – and we offer a range of substrates with anti-tamper options for additional protection.

## Our Technologies

Platform	Embossed Holography	Lippmann Holography
Overview	<p>A combination of our highly secure direct-write micro-lithography and world-class, advanced Benton rainbow (classical) holography.</p> <p>This platform offers a comprehensive portfolio of overt security features, with intriguing interactive animation, in addition to high quality depth and true-colour effects</p>	<p>Our proven secure Lippmann hologram capability, with unique and distinctive 3D effects, easily seen under any direct light source</p>
Brand Name	PURE™	IZON®

### Imagery



### Best For

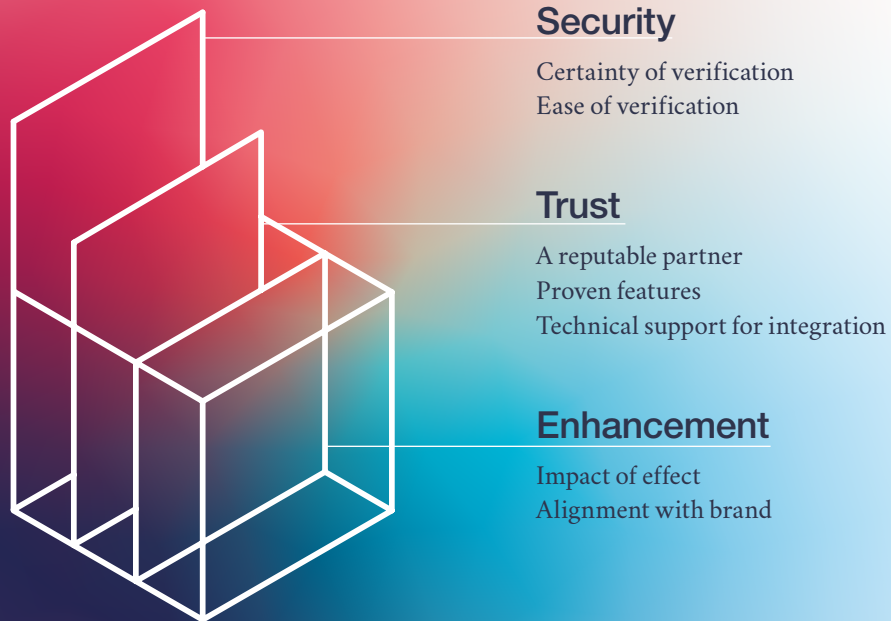
Brands that require a focus on visual effects, imagery, a strong, bright impact or multi-colour effects

Brands that require a distinctive and defined security device

## Intelligent Design

Holograms not only enable instant visual authentication, they allow for increased engagement and verification as well as carrying data that supports the tracking, tracing and validation of products.

When deciding on a suitable brand protection solution, the following needs to be considered:



For brand owners with diverse requirements, De La Rue offers a wide palette of visual effects, providing an impactful and highly adaptable range of options.

Our origination platforms also enable us to design, adapt and combine multiple holographic effects and creative design elements quickly, to meet the individual needs and expectations of brand owners.

## The Design Process

### 01

#### Design Briefing

We discuss design and image options to ensure they align with your brand and can be incorporated into your packaging.

Once the image design brief is agreed and any artwork is received we progress to the design stage.

### 02

#### Design Concepts

We quickly provide design concepts to bring image effects to life (e.g. animations, actual foil).

Designs are presented to you in a simple format (e.g. animations, embossed foil, label mock-ups etc).

The final image is presented to you in an agreed format for sign off.

### 03

#### Design Finalisation

Following feedback, concepts are adjusted and finalised to create the final image. All security features are added and the design is tested for effectiveness.

### 04

#### Production

Once the image and product formats are signed off, the production process begins.



# Bringing Authenticity

Dragon Hologram

# To Life













## Key Effects, For Instant Authentication

After extensive consumer research De La Rue found that there are certain optical effects which appeal most to the end user, grabbing their attention and encouraging them to actively engage with the holographic label – to tilt, rotate and examine it to better understand the effects. Our PURE™ holograms have an ‘always on’ appearance, meaning that they are visible in every environment; they also work from every angle so whether you tilt from east/west or north/south you will always see a different effect. We use a broad range of holographic effects which are aesthetically pleasing and highly resistant to replication using Dot Matrix or other related forms of commercial origination systems technologies. The effects we use are bold, interactive and extremely sophisticated, therefore any advanced attempt to simulate the hologram using a simple foil is futile.

Our holographic effects are segmented into categories to ensure that a high level of security is matched with a visually pleasing design:

Classification	Theme	Effect Driver
Features/effects are classified as:	Features/effects are grouped by theme:	Shows how to verify:
<b>① Overt</b>  <p>Intuitive verification. Can be authenticated by the general public</p>	<b>Chromatic</b> <p>Bright colours to enable visual enhancement</p>	<b>Driven By Rotation</b> 
<b>② Covert</b>  <p>Hidden features verified using simple hand tools. Can be authenticated by law enforcers and other verifiers</p>	<b>Surface Animations</b> <p>Kinetic movement to create interactive engagement</p>	<b>Driven By Horizontal Tilting</b> 
<b>② Covert Machine Readable</b>  <p>Features that can be activated by devices such as smartphones. Can be authenticated by general public or enforcers, depending on the device/programme</p>	<b>3D-Effects</b> <p>A perception of depth generated by relative parallax movement, produces strong visual impact and intuitive interaction</p>	<b>Driven By Vertical Tilting</b> 
<b>③ Forensic</b>  <p>Requires authentication by laboratory equipment or specialist verification devices</p>	<b>Image Switching</b> <p>Image switching effects High-clarity effects are interactive, simple to explain and easy to verify</p>	<b>Driven By Tilting In Any Direction</b> 
	<b>Hidden Features</b> <p>Combine technological complexity with ease of verification to enhance security</p> <p>This enables DLR to choose the best selection of features and effects for their image</p>	





## De La Rue Label Portfolio

We offer a wide range of holographic labels to the brand market – from fully bespoke designs to our standard customised labels – providing a range in prices and lead times.

### PURE™

Garnet Paper Label  
Design Options:

- ① Genuine lock & key
- ② Marked as correct



### IZON®

IZON® Strip in Label



Zircon PET Label  
Design Options:

- ① Secure padlock
- ② Entirely genuine



IZON® Box Seal





PURE™

Onyx Patch Label

Design Options:

- ① Genuine shield
- ② Secure shield
- ③ Secure globe



IZON®

IZON® 3D label



Quartz Label with QR

Code Design Options:

- ① Genuine Shield
- ② Secure Shield
- ③ Secure Globe



IZON® 3D Label  
with QR code



Entirely Bespoke

Entirely Bespoke



## De La Rue Authentication

Safeguarding reputations and assuring consumers in both growing and established markets demands authentication and traceability solutions that are robust and can be quickly deployed. De La Rue provides software solutions and physical security labels for a wide variety of commercial and government applications.

With over 200 years' experience, De La Rue helps to protect against counterfeit and illicit trade, securing revenue and safeguarding reputation.

To find out how we can help you in the fight against illicit trade contact us at: **[authentication@delarue.com](mailto:authentication@delarue.com)**

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