

Provide your customers the ultimate in brand protection with Izon® HexLock 3D Security film

Industry leading Izon® technology is now available as a security film that integrates overt anti-counterfeiting features directly into product labels or packaging. De La Rue, a world leader in brand protection, is now providing this simple and intuitive, yet highly secure, authentication

material to a select group of label/packaging print companies.

Izon® HexLock will deliver added value to your label packaging products by providing superior brand protection features.





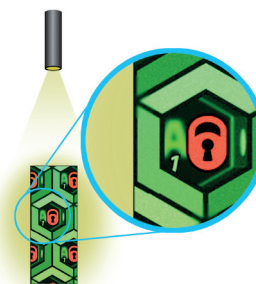
Clearly Visible, Unique 3D Features

Make product authentication simple and intuitive for the entire value chain. Our side dot validation design makes it easy to verify full parallax 3D imaging. As the film is viewed from various angles, different images appear.



Disappearing Image

This unique, highly secure feature is very easy to communicate to the entire value chain. When the label is viewed off-angle, the holographic image disappears. This unique property of the Izon® HexLock film is unlike traditional embossed foil holograms.



Deep Image

This feature is extremely useful for field verification by the brand protection team and enforcement agents. Using a point light source (i.e. flashlight), a semi-covert image becomes visible "floating" in the background.

Bright Holographic Red Security Icon

To enhance quick authentication, a clearly recognizable holographic red "lock" image is embedded into each hexagonal element.

Izon® HexLock provides a unique solution to satisfy brand owners need for a strong anti-counterfeiting solution integrated into their label/package.

Patented De La Rue technology defeats attempts to duplicate. The unique features of Izon® HexLock film are made possible only through our photopolymer technology. This enables you to have one of the most secure overt authentication materials available.



Three Convenient Formats

- Pre-slit reels
- Pre-slit spools
- 320mm wide rolls

Construction Options

- Transparent or Black Backed Films
- Pressure Sensitive Adhesive, Top or Bottom



Authentication Solutions

If you would like to find out more, please email authenticationsolutions@delarue.com, or visit www.delarue.com

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