

Authentication integrated into your product label

Eliminate the cost and hassle of applying a separate authentication label onto your product. Izon® Printable Label provides all the security features embedded directly onto your existing product label.

Design can allow for both pre-printed label information and print on demand.



Key Product Advantages

Clearly visible, unique 3D security features

Make product authentication simple and intuitive for the entire value chain. Our proprietary 1,2,3,4 dot validation design (protected under copyright) makes it easy to verify full parallax 3D.

Bright holographic red security icon

To enhance quick authentication, a clearly recognizable holographic red image is built into the label.

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.

Disappearing Image

This unique, highly secure feature is very easy to communicate to the entire value chain. When the label is viewed at an angle, the primary image completely disappears.

Optional Features

Secure serialization

Random or sequential serial numbers printed on each individual label allows for additional authentication and advanced tracking using our Traceology® eVerification system.

Patented De La Rue technology defeats attempts to duplicate

The unique features of Izon® Printable Label are made possible only through De La Rue photopolymer technology.

This enables you to have one of the most secure overt authentication devices available.



**Authentication
Solutions**

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

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