



Authentication Solutions



De La Rue Authentication Solutions

At De La Rue, we are dedicated to the fight against illicit trade, to defeating counterfeiting and to providing the tools and expertise to support brand revenue protection.

By integrating Izon® technology into labels or packaging, we can help protect your brand too. Our highly secure consumer-level anti-counterfeit solutions have been built on 200 years of security printing expertise. Our product selection includes tamper evident seals and closures, tracking solutions to prevent diversion and a complete portfolio of overt, covert and digital technologies.



Izon® Simple. Intuitive. Secure.

De La Rue Authentication Solutions' proprietary Izon® technology offers quick and easy visual verification through overt and covert physical features.

SecureDot

This proprietary dot validation design makes verifying full 3D parallax as easy as 1, 2, 3, 4. Simply tilt the Izon® left, right, up and down.

Vanish

Unique and highly secure, this feature is easily communicated and a fast way to confirm authenticity. Simply view the label off angle or upside down and the primary image completely disappears.

Multi-Angle Text

An optional add-on that doubles as an excellent branding solution as well as a verification tool. Simply rotate the label 90° to view custom defined text.

Motion

Images move when the label is tilted left and right.

Deep Image

This semi-covert feature is extremely useful for brand protection teams and enforcement agents. Using a point light source, a secondary image becomes visible 'floating' in the background of the Izon®.

Security Color

Distinct, red and green tones make viewing the overt and covert features of the Izon® easy and clear to see, as well as making verification quick and intuitive

Secure Serialization

Random or sequential serial numbers printed on each label add further verification and are securely stored by De La Rue.

Traceology® eVerification

Each individually serialized label is recorded and validated against a secure database when scanned with a 2D smartphone app.

Samples

Below are examples of Izon® as physical labels and seals:

Izon® 3D Labels



Izon® Box Seal



HexLock Pattern

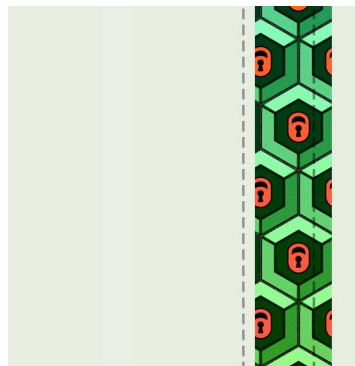


Izon® Strip

Bricks (5mm) Arrows (7mm) HexLock (11mm)



Izon® Sleeve



Izon® Strip in Label

5mm & 11mm

Strip Integrated Label (SIL)



Izon® Strip

Printed Base Label



The Perfect Pair

The powerful combination of physical and digital authentication solutions empowers brand owners and consumers with undeniable peace of mind and protected revenue streams.



Multi-Factor Authentication

Multi-factor authentication with Izon[®] from De La Rue is as easy as...

1. scan



2. verify



3. confirm



Traceology® solutions from De La Rue offer an enhanced consumer experience and invaluable insight for brand owners.

Traceology® eVerification

As a great counterpart to Izon®, our proprietary eVerification solution allows for simple product validation. With any internet connected smartphone, consumers can scan the QR code on the Izon® label for instant authentication results. In addition to quick product verification, brand owners now have priceless customer interaction and can include marketing materials, social media links, and product registration processes in their customized Traceology® eVerification site. All of this is built on proprietary, secure De La Rue algorithms and is backed by global systems and continuous innovation.

Traceology® Manager

Using unique serial numbers, the lifecycle of each individual label is tracked through the simple but powerful Traceology® Manager portal, giving brand owners complete visibility and control from source to consumption. Each process in the supply chain is managed in a centralized location and database, making it easily accessible. Through customized reports, brand owners have real time visibility into all aspects of each process. Traceology® Manager is a cloud-based service, allowing quick and cost effective setup with security and accessibility you expect from De La Rue.



DeLaRue

De La Rue, helping to keep the world's nations, populations, and economies secure. With over 200 years of anti-counterfeit experience, De La Rue is dedicated to the fight against illicit trade and the protection of brand, reputation and revenues.

Any questions?

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**Authentication
Solutions**