

Background

Located in Miami, Florida, Kind Juice is a global formulator and manufacturer of vape liquid. Kind Juice has been in business five years and currently sells in more than 20 countries worldwide.

Consolidated Label, located in Sanford, Florida, is an industry label manufacturer offering prime labels and shrink sleeve manufacturing products and services to consumer product companies, including Kind Juice.

Izon[®] Security Shrink Sleeve[™] reduces counterfeiting threat and increases brand trust for Kind Juice

Kind Juice products have been achieving successful sales growth, with integrity being critical to the consumer. Aware of this, they implemented a shrink sleeve to indicate tamper evidence. Although beneficial, there was still a concern about counterfeiting. As these products are sold through master and sub-distribution channels to hundreds of small retailers, it became concerning and difficult to confirm that no counterfeit products were being produced.

Izon[®] holographic security products are premier overt anti-counterfeit products. Most recently, De La Rue Authentication Solutions introduced a strip product for integration into security shrink sleeves. Kind Juice worked with Consolidated Label to develop an on-press solution to inserting the Izon[®] security sleeves onto packages. Over the course of a weekend, 10,000 sleeves were produced in advance of an important industry trade show in Asia. This enabled the Kind Juice product to be displayed on-time.



Izon[®] Security Shrink Sleeve[™] provides ultimate security

“Thanks to Izon[®], we had a great launch. Not only has counterfeiting been thwarted, but the seals help convey trust for our brand in the eyes of the consumer. Consumers know there is something worth protecting inside and it helps reinforce our brand’s premium quality.”

Jon Sieling, owner, Kind Juice

Additionally, the Izon[®] sleeves were printed with De La Rue Cyrel[®] EASY flexographic plates, offering the highest possible densities and smooth ink coverage.

In addition to offering ultimate security, the Izon[®] sleeves greatly enhanced brand perception and security, reinforcing Kind Juice as a premium product.

- Izon[®] provides ultimate security – true 3D imagery that cannot be copied
- Integration with shrink sleeve offers enhanced security and tamper evidence along with reduced manufacturing costs
- Complete overt security solution – no special equipment or training required
- Substantial brand enhancement for premium products



De La Rue Izon[®] anti-counterfeit technology enables fast, overt product authentication through the use of unique 3D holograms, custom designed for simple and intuitive visual verification.

Please contact us for more information on Izon[®], the most secure overt technology, and Traceology[™] eVerification systems. We would be happy to customize an individual solution for you.



**Authentication
Solutions**

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

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