

Xaar Ink Hologram Scheme



HOLOGRAM FEATURES

- Xaar ink holograms are available in two sizes:
 - a. small hologram, 25mm diameter, for use on packs two litres and below; and
 - b. large hologram, 40mm diameter, for use on packs three litres and above.
- The holograms are self adhesive, tamper-evident labels.
- The hologram labels and their inbuilt security features will minimise the inappropriate re-use of ink bottles and labels and so reduce the opportunity for fake Xaar Approved inks to enter the supply chain.



XAAR[®]

Xaar has introduced an instantly recognisable, tamper-evident, high quality hologram label to identify Xaar Approved inks. The holograms, which include both overt and covert security features, can be purchased directly from Xaar by Ink Partners or OEMs.





SCHEME MECHANICS

- Holograms are available to purchase for Xaar approved solvent inks. The price per hologram is related to the cost per litre and ink pack size.
- For Xaar approved oil, UV and aqueous inks, the hologram may be used as a means of authentication and brand endorsement. In this case, the charge for the hologram will be covered within the commission fee.

SCHEME BENEFITS

- For the customer (Ink manufacturer or OEM): the hologram will add Xaar brand value; provide an instantly recognisable identification of a genuine Xaar Approved ink and a security feature to create a deterrent against the likelihood of counterfeiting, tampering and unauthorised distribution.
- For the market: an instantly recognisable way of identifying a genuine Xaar Approved ink.

XAAR PLC
SCIENCE PARK
CAMBRIDGE
CB4 0XR
UNITED KINGDOM
TEL: +44 (0)1223 423663
FAX: +44 (0)1223 423590
WWW.XAAR.COM

