Anti-counterfeit labelling technology

Anti-counterfeiting solutions are hard-to-copy features, integrated with labels, that enable authorities and/or consumers to tell between an authentic product and a counterfeit one. They can be combined with tamper-evident features to meet any required security level.

The need to protect products against counterfeiting is present in numerous segments ranging from pharmaceuticals, spare parts and electronics, food, wine and spirits to high-end cosmetics. Protect any brand with standard or customised anti-counterfeit solutions from Avery Dennison.
Security Holograms
Micro-embossed metallised papers or films with 2D/3D holographic diffraction patterns. Can be registered with the Industrial Hologram Manufacturers Association (IHMA) database for further security.

Security Papers
OBA-free (Optical Brightening Agent) papers with/without fibres (visible or UV luminescent). It is possible to integrate customised fibers, watermarks and threads into the label material. Suitable for official documents that require authentication.

Security Threads
Threads made of film material can be inserted into the label, visibly or covertly. They can be customised with messages, fluorescent print coatings or holographs.

IR Taggants
These are special completely invisible additives included in label materials that can be detected with special IR readers. Different products require different types of protection.

Contact our experts to learn more about how to select the right security solution. The appropriate choice depends on:

▶ Understanding available security features
▶ Knowing what level of security is required
▶ Determining which security solutions can complement available resources

Carefully assessing these factors will help manufacturers, packagers, label developers and printers incorporate multilayer security features into a secure strategy, ideal for protecting any brand at an optimal level.

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