

Holograms

Brand Identification and Image Improvement for
Brand Management and Design

Holograms for your successful brand management

Holograms - design elements with changing optical images - from KURZ provide an attractive and cost-effective way to enhance your product. Various techniques are available to customise the hologram to your market requirements. At the same time the product becomes more difficult to counterfeit. The hologram is thus an effective means of strengthening brand identity.

Applications

KURZ holograms are produced in the form of hot stamping foil, laminating foil, self-adhesive labels, tear stripes, or other project-specific formats.

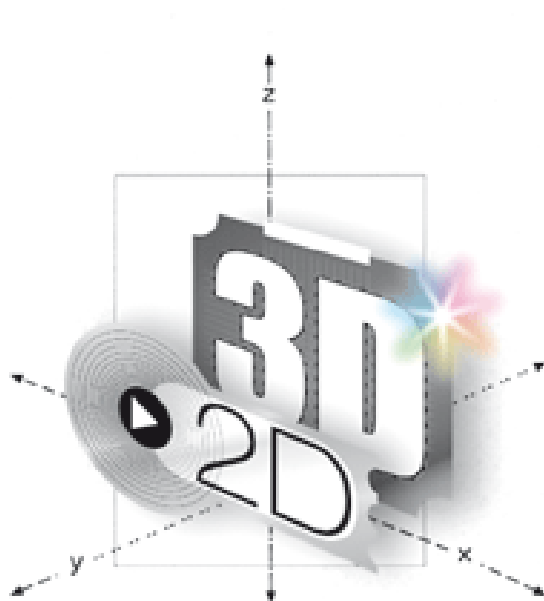
Designs

KURZ offers customized solutions for single-image and continuous designs. The KURZ design team provide their extensive experience in creation of holographic images to brand owners.



2D-Holograms

Are based on a two-dimensional graphic image. All elements of the design appear in a single image plane.



2D/3D-Holograms

These show two or more two-dimensional images in parallel image planes, producing a "perspective" effect, creating the illusion of depth.



3D-Holograms

These are produced by capturing a three-dimensional model in a 1:1 size ratio. The hologram shows a realistic, in-depth image. A strong, direct light is required for optimal viewing.



Dot Matrix Holograms

consist of computer-generated arrangements of dots in a screen. The dots give off different light effects from different viewing positions.

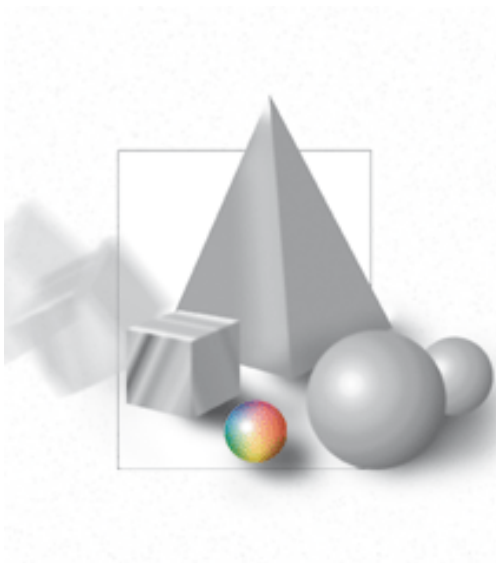


Additional Components

Besides the various holographic origination techniques, a number of separate design components can be incorporated so as to increase the security value of the hologram and strengthen its optical effects.

Such design effects include:

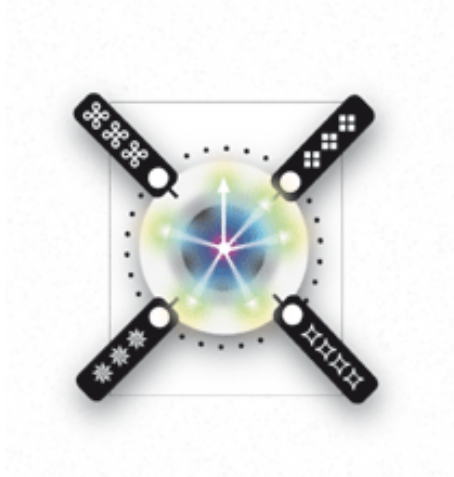
image flip, color separation, shading, prismatic components, microtext and hidden images.



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