

TRUSTSEAL® NEW GENERATION

High-End Solutions for Brand Protection



TRUSTSEAL® - the unique, high-security technology for brand protection and product enhancement.

A TRUSTSEAL® feature is immediately recognizable by its high optical brilliance at any viewing angle. Now, with TRUSTSEAL® NEW GENERATION, a range of premium and advanced security features has been developed to complement the TRUSTSEAL® effects.

The new features provide an increased level of product protection and a wider choice of optical effects for brand owners looking for a flexible brand protection program closely tailored to individual brand and market requirements.

Five new effects - five new barriers to counterfeiting:

Diffractive Black:

This design element appears dark from most viewing positions. However, when viewed from a flat, sideways angle the dark surface appears in a bright green-blue color. This strong contrast effect provides a high level of anti-copy protection.

ConTrust®:

A design element which changes from positive to negative when rotated 90°. This



effect is virtually impossible to reproduce by commercially-available techniques.

Lens Variations:

Text and logos can appear with a lens effect, greatly increasing the prominence of key design elements and drawing the viewer's attention to the optical security feature.

Advanced Hidden Feature:

Customer-specific covert information is incorporated into the optical image. This high-security feature is authenticated using a special reader.

Nano Image Screen:

The pixels in this image themselves consist of tiny images, such as characters in different sizes with different line thicknesses. This feature can be authenticated with a commercially-available magnifier.

Additional Effects:

Alongside the TRUSTSEAL® NEW GENERATION effects, a wide range of design options is available to customize the security characteristics and the visual appearance of the brand protection device. Options include image flip, full-color effects, matte structures, minitext and nanotext, black-and-white effects and lenses.