



[HOLOGRAMCAP/KISICO]

TITLE	Kisico develops advanced hologram topped cap to combat counterfeiting	
COMPANY / ORGANIZATION		
KEYWORDS	Anti-counterfeiting, authenticity, security, hologram	
INDUSTRY AREA(S) AFFECTED	Counterfeit prevention Point of Purchase – Retail	
ISSUE ADDRESSED	<p>There is an ever increasing number of counterfeited products in the market, posing a threat to both consumers and the interests of brands. One of the greatest challenges for counterfeiters is the mimicry of a product’s packaging in order to deceive consumers. In order to effectively prevent counterfeiting, brand owners must seek out new, copy-proof security solutions for their products.</p>	
SOLUTION	<p>Kisico’s new HologramCap, using security technology developed by Swiss high-tech brand protection company Morphotonix, is aimed at customers in the pharmaceutical and food and beverage industries. This cap’s design features a hologram that is completely integrated in the production process of the cap, eliminating the need for additives, inks, or labels. The holographic effects are embedded directly on complex geometry articles via micro/nano-patterning of complex-shape products/master moulds, for industrial production of polymeric articles.</p> <p>According to Kisico, the HologramCap’s tamper evident ring coupled with the advanced nanotechnologies in its design provide the “most advanced protection for consumers and brand owners”.</p>	
EXPECTED BENEFITS	<p>Counterfeit-prevention, consumer assurance:</p> <p>The mimicking of a package is one of the greatest challenges for counterfeiters. Kisico’s HologramCap’s design revolves around this fact, as its holographic security features and advanced production process make the cap itself extremely difficult to reproduce. Targeted at the pharmaceutical and food and beverage industries, this will protect buyers from consuming counterfeit products that may replace genuine ingredients with toxic or otherwise unknown substitutes.</p>	
CASE LINK	<p>AIPIA, HologramCap Offers Nano Product Protection http://www.aipia.info/news-HologramCap-Offers-Nano-Product-Protection-523.php</p> <p>KISICO, HologramCap http://www.kisico.de/?p=1092&lang=en</p>	
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