

[IZON 3D SECURITY FILM/DUPONT]

TITLE	DuPont announces Izon 3D security film to combat counterfeiting
COMPANY / ORGANIZATION	
KEYWORDS	Anti-counterfeiting, brand protection, authenticity, security, 3D
INDUSTRY AREA(S) AFFECTED	Point of Purchase – Retail Commonly counterfeited products – clothing, electronics, food, liquor, medication
ISSUE ADDRESSED	Traditional anti-counterfeiting measures such as embossed holographic films have become widely used in the packaging industry. However, they are easily copied by counterfeiters. This presents many challenges; for instance, to consumers who wish to purchase genuine products, and to businesses who wish to protect the integrity of their brand.
SOLUTION	<p>Advanced printing company DuPont has announced a visually-unique 3D anti-counterfeiting film for packaging, the Izon 3D security film. Using the company’s imaging technology, this film is intended to be used overtly on product packaging or labelling.</p> <p>The Izon 3D film is clearly visible, containing unique 3D features including a side dot validation design that makes it easy to verify full parallax 3D imaging. To make authentication efficient, the film will also be embedded with bright holographic red lock icons. Unlike traditional embossed foil holograms, holographic images on the film disappear when the label is viewed off-angle.</p> <p>The composition of the film allows it to be applied directly over printed text, bar codes, or other images, which, if under the Izon strip, becomes visible when the box is viewed from an angle. A partially hidden image floats in the background when using a directed light source (e.g. flashlights) – a useful feature for field verification.</p> 
EXPECTED BENEFITS	Preventing the distribution and sale of counterfeited goods: Despite containing many advanced security features, the Izon 3D security film is easy to apply and verify – either through viewing the label at an angle or shining a light on it to reveal security images, making it easy even for consumers to distinguish authentic products from counterfeits. Likewise, there is minimal disturbance to the packaging, and its limited availability (along with advanced features) make it difficult for counterfeiters to replicate.
CASE LINK	<p>AIPIA, <i>New 3D Packaging Film Ups the Anti-Counterfeit Fight</i> http://www.aipia.info/news-New-3D-Packaging-Film-Ups-the-Anti-Counterfeit-Fight-575.php</p> <p>DuPont, <i>DuPont Advanced Printing Announces New 3D Anti-Counterfeiting Film</i> http://www.dupont.com/products-and-services/packaging-materials-solutions/anti-counterfeiting-solutions/press-releases/20160504-3d-anti-counterfeiting-film.html</p>
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