



HP Indigo

Security & Brand Protection Solutions

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Win the battle against counterfeiting with HP Indigo

HP Indigo's technology supports a wide range of security and brand protection solutions, from smart algorithms and cloud-based solutions to security and taggant inks.

Enjoy the benefits of layered authentication through a combination of various security features and the power of variable data and serialization, all in one accessible, simple process.

Anti-counterfeiting marks



Microtext font

Micro 2D barcodes

Guilloché

Security fonts

Edge printing

Security inks

GoSure
Machine-readable taggant ink



Sherlox
A suite of machine-readable taggant inks and comprehensive brand protection services



RainbowSecure™
powered by HP Indigo infra-red ink



HP Indigo ElectroInk Invisible
Yellow/Blue



Track & trace solutions



Hewlett Packard Enterprise
Global Product Authentication Service



Anti-counterfeiting marks



Prevent the creation of copies and enable authentication with the HP SmartStream Designer plugin

- Easily integrate multiple features in one single print pass for layered authentication
- Strengthen every feature with variable data capabilities

Anti-Counterfeiting marks

HP Indigo Microtext font

HP Microtext font is a unique font designed for HP Indigo presses allowing the printing of text and numbers which appear, to the naked eye, as a thin line or decoration. Microtext can blend into the graphics in strategic places such as hyphens, lines and even text, and is only legible when using a magnifying glass.

Use HP SmartStream Designer to add variable data microtext to create secondary serialization.

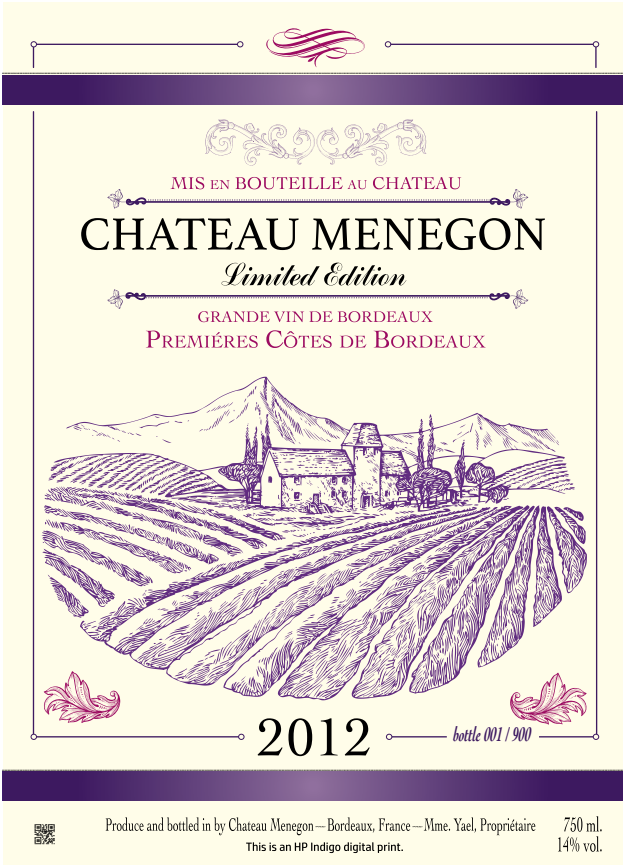
HP Indigo
Microtext font

HPINDIGOMICROTEXT 10 pt
0.5 pt



Micro 2D barcodes

Leverage HP Indigo’s high resolution and print quality to print 2D barcodes which are up to four times smaller than standard barcodes. These variable barcodes are almost unnoticeable in the design and can encode data for verification and traceability.

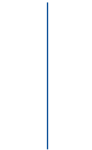


Micro 2D barcodes

Guilloché

Guilloché is a high resolution complex pattern made of thin colorful curved lines (1 pixel wide) that interlace to create a unique design. Since lines are very thin and adjacent, it makes reproduction of the pattern extremely difficult. Moreover, the pattern can be determined by a complex mathematical model, so recreating the artwork is virtually impossible.

Use HP SmartStream Mosaic technology to generate an unlimited number of different Guilloché patterns, from one complex Guilloché functioning as a seed pattern.



Guilloché

Security fonts

HP security fonts created by ID automation have a background of thin lines or microtext. These fonts are especially designed to work with the unique resolution available on HP Indigo Digital Presses (812.8 dpi). Attempts to print or duplicate the fonts using other technology will result in uneven line spaces and the duplication will be noticeable.

- There are two types of security fonts:
- Security Font 1B – Black text over horizontal lines, with optional microtext underneath
 - Security Font 1W – White text with a black stroke around it, over horizontal lines, with optional microtext underneath



Security fonts

Edge printing

Edge printing involves printing fine text on book spines or the edge of a group of packages, so that any attempt to remove an item out of the group is noticeable. Variable data and the use of HP SmartStream Mosaic can be integrated for one-of-a-kind printed edges.



Security inks



Deliver powerful authentication with a range of security inks

- Leverage HP Indigo's digital capabilities to deliver selective and efficient marking as well as covert serialization
- Developed in collaboration with industry leading security service providers

Security inks

GoSure machine-readable taggant ink



The GoSure solution

The GoSure solution was developed in collaboration by HP Indigo and Bsecure. It was formulated exclusively for HP and is available only to HP customers.

This unique, highly secure, covert tagged ink can be authenticated by the GoSure handheld reader, which provides audio and visual confirmation when authenticating the presence of the unique marker.

Printing with GoSure ink on an HP Indigo Digital Press enables selective and powerful marking, delivered in one single print pass. This allows brand owners and authorities to easily authenticate products throughout the supply chain, reducing counterfeiting and product diversion.

About Bsecure

Bsecure is a full-service brand and document protection organization providing consulting, development and integration of the latest frontline technologies designed especially to combat and protect from gray marketers and counterfeiters. With over 25 years of experience, Bsecure is a spinoff from its parent company, Pitkit Printing Enterprises Ltd. Bsecure is partly owned by ArjoSolutions, one of the largest security paper producers in the world.

<http://www.bsecuregroup.com/>



For commercial availability please consult your local HP supplies team.

Sherlox end-to-end authentication system



HP Indigo and Authentix have partnered to bring Sherlock, Authentix's brand protection offering to HP Indigo customers, marking the first time Authentix's covert markers are available on digital presses.

Implementing the Sherlock solution on HP Indigo digital presses delivers an effective and agile anti-counterfeiting solution with the flexibility of precision marking enabled by digital printing. Sherlock is a premier solution targeted to pharmaceuticals, safety products, spirits, agchem, and other high-value items.

The covert ink can be printed on a variety of substrates for primary and secondary packaging.

Beyond the printing of covert security features, Sherlock enables in-field authentication with compatible reader technology of markings, mobile connectivity to a powerful information system in the cloud, and comprehensive services to identify and take action against counterfeit activity with real data.

www.authentix.com/sherlox



For commercial availability please consult your local HP supplies team.



RainbowSecure™

Powered by HP Indigo



RainbowSecure

VerifyMe's RainbowSecure, powered by HP Indigo, is a patented and proprietary, covert anti-counterfeiting solution.

It is based on IR converting pigments made of rare earth pigments which appear invisible to the human eye, but can be activated using authentication devices specifically tuned to the unique frequency of each batch of ink.

RainbowSecure is an ideal solution for any company or government body looking to covertly protect goods and documents. It adds an invisible mark that is too difficult for counterfeiters to emulate or reproduce, providing an uncompromised layer of protection.

Printers and manufacturers can use customized devices to view the non-visible pigment characteristics used to produce covert item level serialization to support their supply and distribution chain security.

VerifyMe

VerifyMe is a high-tech solutions company in the field of product and human authentication. Its technology authenticates products, documents and currency with a suite of proprietary security inks and pigments.



For commercial availability please consult your local HP supplies team.

HP Indigo ElectroInk Invisible Yellow/Blue

These two transparent ElectroInks, are visible only under a UV light glowing yellow and blue respectively, using a black light lamp or LED.

Delivering high permanence, these inks are suitable for brand protection applications, as well as other tracking and promotional uses.



Track & trace solutions



Reduce diversion, counterfeit and theft of goods through track & trace solutions

- Print secure variable marks to give every item a unique ID
- Track every item throughout the supply chain, from production to the end consumer
- Leverage the same unique ID to implement both traceability as well as pre and post-sales consumer engagement
- Easily integrate our partners' solutions using the HP SmartStream Designer plugin

Track & trace solutions



Tap into the power of end-to-end identity using HP Link Technology

HP Link solutions deliver brand protection and supply chain efficiency through serialization, creating new possibilities for packaging, labeling, publishing, and photo products.

Give every product a unique identity through overt or covert marks – including secure QR codes, Guilloché and imperceptible watermarks – enabling you to protect, track, and manage each item through its entire lifecycle.

Set geographic parameters, scan limits, and other business rules on the Link Technology online portal to identify deceitful activity.

Associate critical product information to help you enforce distribution compliance.

Integrate with your print production workflow using the HP SmartStream Composer or Designer plug-ins, or with your current variable data printing (VDP) software solution.

HP Link also offers open APIs and a mobile SDK to create marks, read marks, update information, and integrate with your servers and/or current solutions.

<https://www.linkcreationstudio.com/>

Download the app and interact with the demo



Instructions:

1. Hold phone parallel to the paper
2. Hold roughly 4-7 inches away
3. Scan with the Link Reader app

Contact us to learn more:



HPE Global Product Authentication Service (GPAS)

GPAS is a secure and scalable way to crack down on counterfeit products such as medications, nutraceuticals, cosmetics, auto parts, toys, and electronic components – in fact any manufactured item.

GPAS allows customers to use their smartphone to scan a product's QR code or send the code via a text message. Immediate results will verify whether the product is real or counterfeit or on recall! This helps protect customers from harm and businesses from potential loss of revenues and brand erosion, while, just as importantly, providing a direct channel to communicate with the customer.

GPAS also provides product traceability at the finished goods and ingredient levels within both open and closed supply chains. Support for Blockchain provides future-proof security to prevent fraud.

GPAS services provide business intelligence and analytics reporting alerts leveraging HPE's Big Data platform to unlock hidden patterns that provide a real-time product and brand monitoring solution.

The GPAS plug-in for HP SmartStream Designer integrates seamlessly into workflows, allowing the creation of sophisticated custom security jobs through a simple, affordable variable data tool optimized for HP Indigo presses.



ATT – Titanium Security



Titanium is a 3-in-1 security solution for packaging and labeling.

The solution includes high-security elements that can be mixed and matched per need:

Authenticate products with patented copy-sensitive Seal Vector® code, a unique high-resolution mark that deteriorates when copied by counterfeiters, making it possible for brand agents to detect fake products with a smartphone and optical adaptor.

Identify each product using a unique serial number and QR code, in order to allow unit traceability and to detect and deter parallel markets.

Build customer loyalty and confidence by giving each product a distinctive signature, and inviting consumers to scan the QR code and check this signature on a dedicated mobile website. This mobile website can be leveraged to extend the consumer engagement and connect the packaging with mobile marketing campaigns.

Titanium has been successfully used on billions of products worldwide over the last decade.

The Titanium solution meets international standards and is compatible with all 2D-code based traceability software.

www.att-fr.com



HAIYAA

HAIYAA offers a rich set of security solutions based on their proprietry VDP engine - VariPrint and various software modules, such as their security module which simplifies the creation of sophisticated anti-couterfeit applications.

HAIYAA's Security modules include features such as random color barcode, lenticular image, UV fluoresent pattern, digital fiber pattern, Mini 2D codes, Haiyaa Oreo Label and many more.

- Lenticular image feature includes a hidden watermark inside a pattern image. By rotating a lenticular film (Key) with the same or different lpi in different angles, different

hidden texts become visible. These feature can support up to 4 layers, each linking to different variable data.

- Random color barcode in which the color squares are randomly generated and therefore the color of every barcode is different, making it impossible to reproduce.
- UV Fluorescent Pattern feature enables printing a pattern image simulating UV effect by using normal CMYK ink.

www.haiyaatech.com



FiberTag™

A cost-effective solution to produce security labels with HP Indigo



FiberTag is a security solution for producing security labels with a unique and visible fingerprint that is impossible to duplicate even by its original manufacturer. It is used for brand protection and document security.

The FiberTag labels are printed on the Fibertracker material with any HP Indigo digital press, using its serialization capability. After printing, each FiberTag is scanned and recorded offline and uploaded to Prooftag's online platform.

FiberTag seals are serialized with a 2D code to enable item-level track and trace, offering online visual authentication through any internet connected device. Each FiberTag label is linked to a dynamic presentation page to provide information on the secured item.

The FiberTag label is also designed to function as a seal tampering prevention mechanism.

<http://www.prooftag.net/fibertag/>

Authenticity

- Prove the authenticity of each product to your distributors and consumers
- Dissuade counterfeiters

Track & Trace

- Manage your distribution networks to identify market diversion
- Trace each product from production to consumption for total quality management

Integrity

- Prevent packaging refilling
- Alert consumers on packaging alteration

Marketing

- Add value to your product
- Engage your consumers and create a direct relationship
- Enhance your consumer's experience of your product



How to verify?

On the Internet

1. Connect to the website indicated on the seal and enter the reference
2. Compare the chaosmetric pattern with the one appearing on the screen
3. Match the product with its description to validate its authenticity

With a Smartphone

- Scan the QR Code with your favorite QR Code reading application



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