



The Seal of
Genuineness

The Holostik Times

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Use of Holostik's Security OVDs (Holograms) to:

1. Prevent Product Counterfeiting
2. Boost Business Growth
3. Enhance Supply Chain Visibility

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Holostik's Optashield:

Most secure and convenient authentication device in the anti-counterfeiting industry

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5 crucial points to consider while choosing security OVDs (Holograms) manufacturer for your products

USE HOLOSTIK'S SECURITY OVDs (HOLOGRAMS) TO



Prevent
product
counterfeiting



Boost
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Holostik's OVDs are **nearly impossible to replicate** which makes counterfeiting impossible.



Our holographic technology takes your **product aesthetics to the next level** by making it visually distinct. It allows for the incorporation of brand names, logos, trademarks, and other such features.



OVDs with barcodes enable multiple supply chain solutions like **product authentication, track and trace, warranty management, loyalty management** and much more.

SECURITY OVDs (Optically Variable Devices)

or holograms are anti-counterfeit packaging solutions that prevent product duplication, enhance product's visual appeal, and help increase supply chain visibility.

The term 'hologram' is derived from two Greek words 'holos' meaning whole or complete and 'graphos' meaning an image.

OVDs are made by a process of holography - a technique which enables three-dimensional images (holograms) with the use of a laser interference, diffraction, light intensity recording and suitable illumination of the recording.

Holostik provides OVDs that can be printed with barcodes to implement a range of digital functions in supply chain.



Thorough monitoring of your supply chain & allows you to **assess each stage of the supply chain with clarity.**



With **real-time data insights** you can make **informed decisions.** You can make right product positioning in the market which converts to high sales.

Why should you select Holostik's brand protection OVDs ?



Anti-counterfeit features which are developed through **rigorous R&D and sophisticated high-precision laser writing module.**



Enhanced visual appeal with a higher refractive index attracts consumers in instant.



Among few companies in India with **complete in-house manufacturing to provide smart OVDs (OVDs + 1D/2D barcodes).**



Among few companies with **CMMI Level 3 certification** which guarantees high level of maturity in developing digital solutions.



Production and inspection facilities secured with **24x7 CCTV surveillance, regular multi-level frisking of employees and visitors.**



Barcode enabled smart solutions are **backed by an inhouse team of software professionals** who develop and manage specialized algorithms for customized digital solutions.



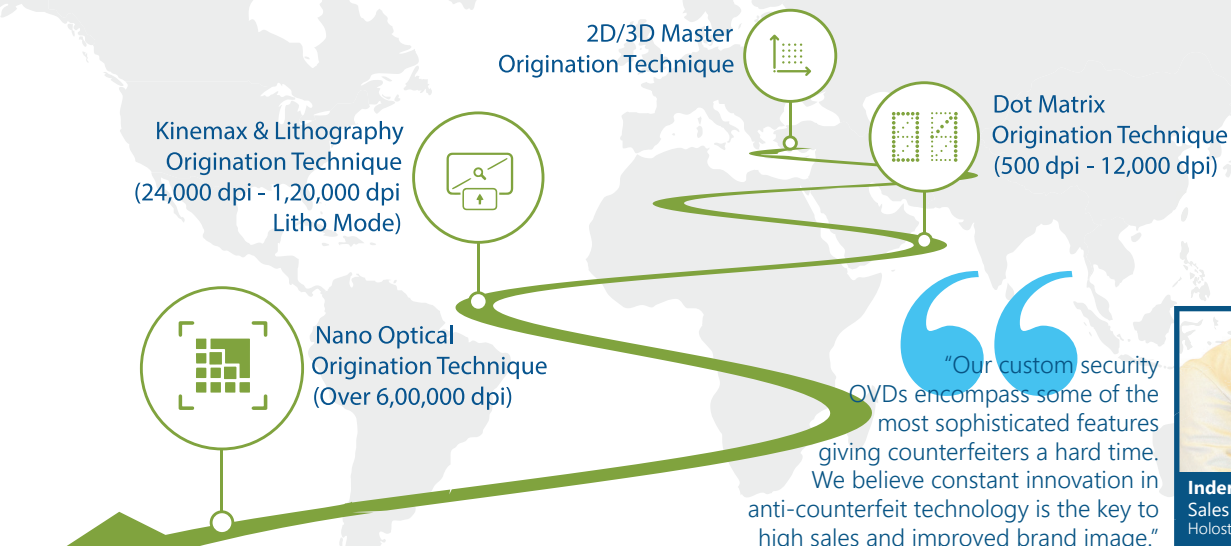
Impeccable security with **nano optical image OVDs (resolution greater than 6 lacs dpi).**

In Focus

Holostik is a pioneer in 4 generations of holographic technology

"We brought holography to India"

An overview of our 1st to 4th generation OVD technology



Inder Sharma
Sales Head
Holostik India Limited

Holostik's Optashield

Most secure & convenient authentication device in the anti-counterfeit industry

IMPOSSIBLE TO COPY

Optashield security technology is based on custom optical technology. It displays two different colours at two varying angles. It is **purely optical in nature** and **cannot be copied with any reprographic equipment**.

HOLOGRAPHIC STRIP

It is a **hologram strip** which can be **laminated on surfaces like PET, HDPE, LDPE, and paper**.

INVINCIBLE SHIELD

When incorporated in packaging solutions, this optical feature **acts as a shield** against **counterfeiting, tampering, and forgery**.

STRIKING VISUALS

Optashield **renders striking visual effects** with unmatched bright colours to create a **memorable and enduring authentication experience**.

DURABILITY

Designed for easy integration, Optashield security strip is broadly supported and **durable across a wide range of material substrates and application processes**.

PROVEN SOLUTION

Backed by cutting edge optical master originations, Optashield security strip delivers a **proven solution to combat counterfeiting**.

ATTRACTIVE BRAND IMAGE

Adds a sophisticated attractive brand authentication **complement** to your **existing packaging and product portfolio**.

Integration of Optashield in OVDs (holograms)

We can laminate the strip on OVDs with ease. The security strip is easy to authenticate by supply chain stakeholders and accentuates the aesthetics of packaging.

"Being industry pioneers in holographic technology we abide by state-of-the art master origination systems, design software, embossing and inspection machines. Our research facilities are recognized by DSIR Govt. of India."



Ritesh Rupramka
Director, Production & IT
Holostik India Limited



5 crucial points to consider while choosing security OVDs (holograms) manufacturer for your products

Choosing a OVD (Optically Variable Device) or hologram supplier/manufacturer for your products can be a herculean task. OVD manufacturing involves sophisticated optical, printing, and digital technologies which are difficult to understand, until and unless you have years of experience.

In this section, we discuss 5 crucial points which will help you to determine the right OVD manufacturer for your products.

Advice

1



USE OF NANO OPTICAL IMAGE OVDs FOR UNBREACHABLE SECURITY

You must check if your OVD supplier is capable to provide nano-optical image (NOI) OVDs and has master origination capabilities for the same. That's the surest & smartest way to prevent duplication and stay ahead of counterfeiters.

2



CUSTOM ARTWORK, DESIGNS, AND PATTERNS FOR HIGH VISUAL APPEAL

Check if your OVD manufacturer is capable to provide custom artworks, designs, and patterns in the OVDs. This increases graphic opportunities in the OVDs.

A reputed OVD supplier will always say yes to your requirements like custom artwork, brand name, logos, or graphics.

3



INTEGRATION OF BARCODES FOR IMPLEMENTING DIGITAL SOLUTIONS

Enquire if your supplier can provide barcode printing on OVDs. Also, check if it can provide different supply chain functions like product authentication, track & trace, loyalty management and warranty management.

4



USE OF HIGH-QUALITY PET FILMS, ADHESIVES, AND LINERS FOR DURABILITY

Always check the quality of OVDs before finalizing the deal. **Ask for samples of the OVDs that you want.** This will give you an idea of the raw material quality.

5



COMPLETE OVD PRODUCTION UNDER ONE ROOF

Any delay in the OVD supply will affect the timely delivery of your products to the warehouse, dealer, and end consumer. **Such a problem arises when the supplier does not have complete production infrastructure under one roof.** This leads to poor coordination and untimely production and integration. Also, **check if your OVD supplier can integrate digital barcode functions on your production line.**



If you are looking for the above-mentioned points, then we have got you covered with an experience of more than 30 years and having served 10,000+ clients, we at HoloStik provide the most sophisticated security OVDs for your products.

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