

TRUSTSEAL®

High-End Solutions for Brand Protection

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.

TRUSTSEAL® meets the three main criteria of an effective security feature:

- easy to describe
- easy to identify
- difficult to copy / imitate

The level of security can be adapted to the needs and particular set of requirements of the manufacturer by means of numerous extra elements:

- ☑ Black and White
- ☑ Colorful Area
- ☑ Minitext in various Heights
- ☑ Various Color Flips
- ☑ Hidden Information
- ☑ Image Flip
- ☑ Nanotext
- ☑ DeepView, Lens Effect
- ☑ Rainbow
- ☑ Grayscale Image



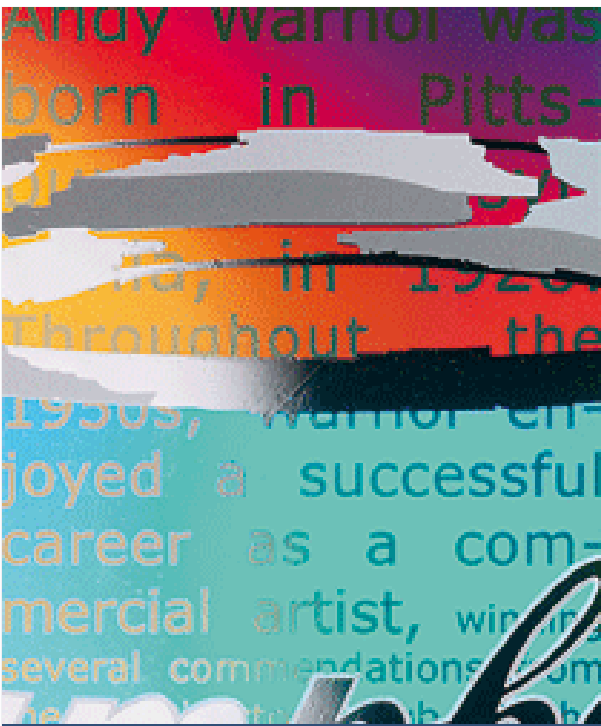
Black and White

The famous image of the Campbell's Soup Can, created by Andy Warhol in 1964, has been realized using colorless diffractive structures, with design elements appearing in various shades of black and white.



Colorful Area

For most viewing conditions, this area appears in colors which can be seen to change as the sample is tilted back and forth.



Minitext in various Heights

A short text concerning the life of Andy Warhol appears in bright and colorful letters against a colorful background, where the fonts used in the text change in size as the text moves from top to bottom.



Various Color Flips

The colorful checkerboard array appears to change in hue and color as the sample is tilted back and forth, that is, about the horizontal axis.



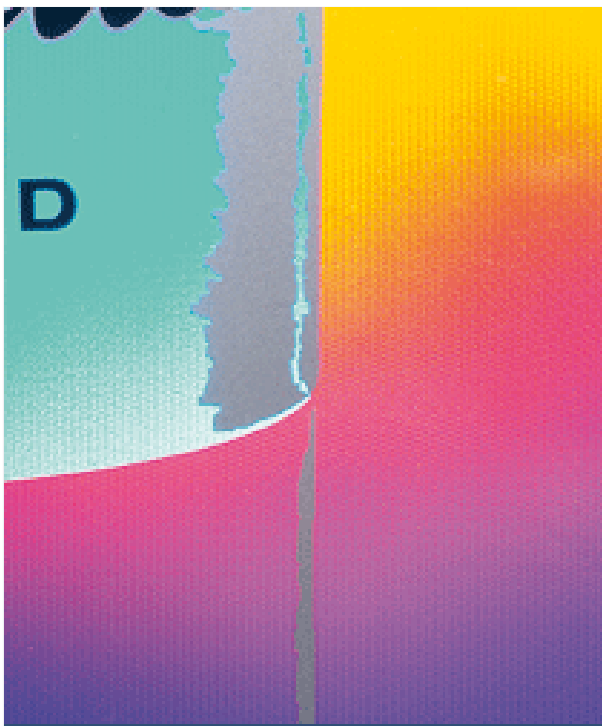
Hidden Information

The field contains two images that are not visible to the unaided eye. The upper right-hand corner of field projects the hidden information image "GENUINE" when illuminated with a special laser-based verification device. The background of the field projects the hidden information image "OK".



Image Flip

By tilting the sample from left to right, one alternates between two images. In one image, the text "WARHOL" is seen bright and colorful with the bright background of the "Paris Exposition" logo. In the other image, static grayscale images of Andy Warhol, Marilyn Monroe and a small soup can are seen.



Nanotext

The text "TRUSTSEAL®" appears in the field, which appears bright and colorful in the central viewing position, with letters that are 75 microns in height. This high-security feature can be verified using a magnifying glass or microscope.



DeepView, Lens Effect

Bright beams of light appear to converge on, and diverge from, a virtual point beneath the surface of a design. When viewed using a bright lamp, the beams of light can be seen as spectra of colors.



Rainbow

A very bright rainbow of colors can be seen from the central viewing position. By tilting the sample back and forth, that is, about the horizontal axis, the colors appear to jump from one arc to the neighboring arc.



Grayscale Image

A stylized image of Warhol's famous painting of Marilyn Monroe in various shades of gray can be seen in the central viewing position. When the sample is tilted left and right, that is, about the vertical axis, the shades of gray are seen to vary and the image of Marilyn Monroe appears to change dramatically.

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