



# HOLOFLEX LIMITED

## COMPANY PROFILE





# Introduction

- One of the oldest hologram manufacturing companies in India, established in 1991
- Employee Strength : 100
- Certifications:
  - ISO 9001:2008
  - ISO 14001:2004
  - TUV:HoMAI Hologram Safety & Security Management Standard (HSSMS) Secure Manufacturing Systems
  - OHSAS 18001:2007
- Member of International Holograms Manufacturers Association (IHMA)
- A leader of technology with several firsts to our credit in the Indian market
  - Variable information on holograms
  - Security ink integration with holograms
  - Created several new applications for holograms





# Introduction

- Winner of several awards from
  - International Hologram Manufacturers Association
  - Authentication Solution Providers' Association
  - Label Manufacturers Association of India
- Certified vendor & partners of Government owned Security Printing & Minting
- Corporation of India Ltd (SPMCIL) and its presses like:
  - **India Security Press (ISP), Nasik**
  - **Security Printing Press (SPP), Hyderabad**
- Empanelled vendor for National Payment Corporation of India's **RuPAY Debit Card** hologram





# Introduction

Our Directors are active in the international and national level industry associations:

- Manoj Kochar was the first Asian Chairman of International Hologram Manufacturers Association (IHMA)
- Manoj Kochar has served as the President of Hologram Manufacturers Association of India (HoMAI) from 2012 to 2014, led the transition of HoMAI to ASPA (Authentication Solution Providers' Association)
- Ajit Surana has served on Confederation of Indian Industry (CII) Committee – National Committee on Intellectual Property and Patents
- Ajit Surana has been a Board Member of International Tax Stamp Association (ITSA)





# Holoflex Offices

Extensive Sales Network:

Headquartered at Kolkata 3

Regional offices in major cities in India

**Holoflex Presence**







# Global Presence

- Export to 40 countries worldwide
- Sales agents all over the world





# High Security Environment at Hologflex

- Certified under HoMAI:TuV HSSMS secure manufacturing facility standards
- More than 100 CCTV Cameras with 24X7 recording facilities covering night vision, motion sensing cameras
- Strong Room to store Masters and Shims
- Secure visitor management system





# Product Range

- We provide solutions from **CONCEPT** to **DELIVERY**
- **Hologram Labels**
- **Hot Stamping Foil**
- **Holographic Packaging Film**
- **Holographic Shrink Sleeves**
- **Holographic Wads**
- **MULTIMAX**
- **AIDC Technologies**
- **Photo-ID & Smart Cards**
- **Self-Adhesive Label Solutions**
- **Thermal Transfer Ribbons**







# Security Hologram



**Hologram in Sheet Form**



**Hologram in Reel Form**





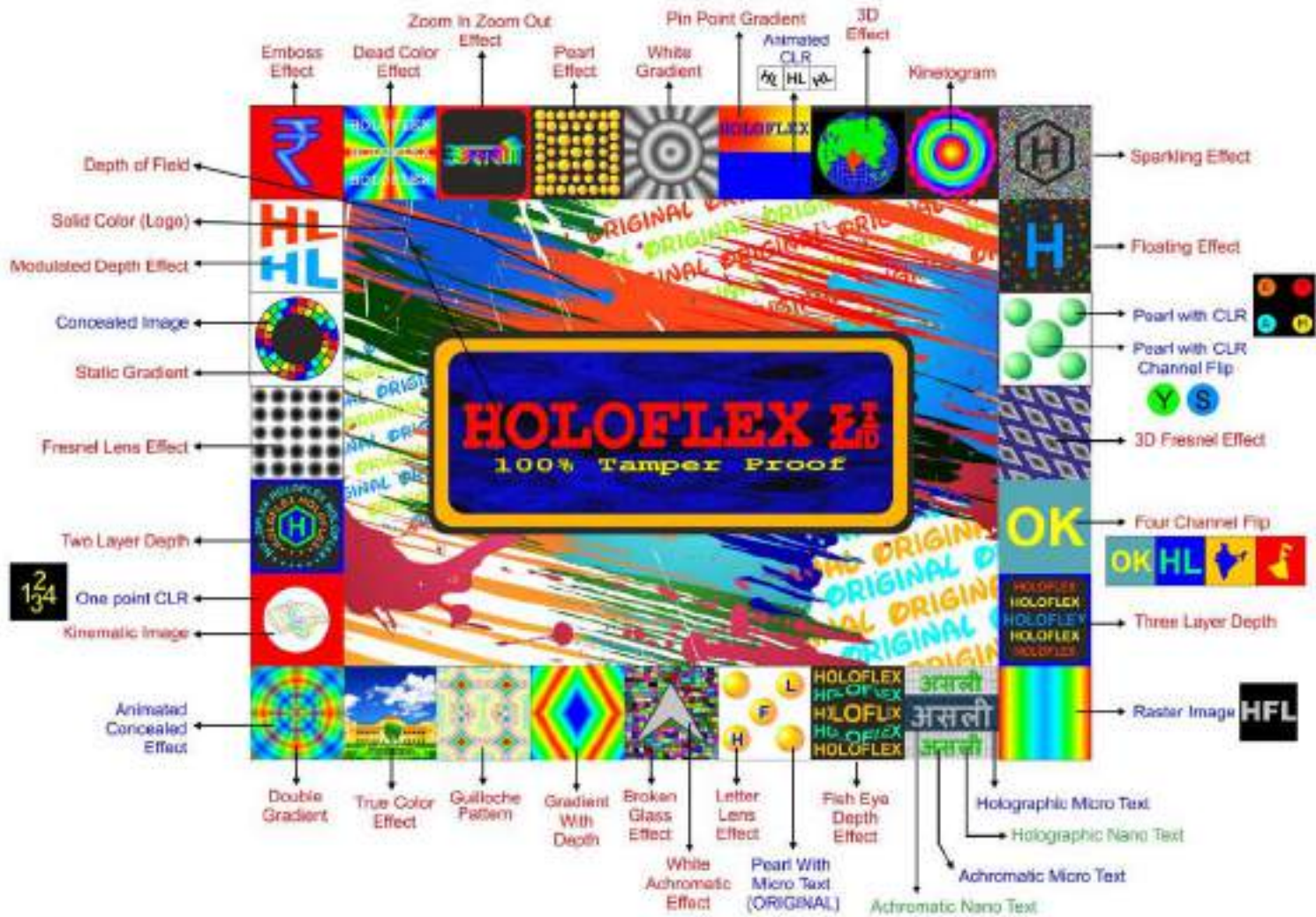
# Security Hologram

- **Tamper Evident:** Once affixed to substrate, cannot be removed intact. Any attempt to peel the label will destroy the hologram
- **Variable Information:** Any alpha-numeric variable information can be marked on a hologram label
- **Flexible Application:** Holographic Label can be applied to substrate manually or by machine





# Security Holograms



■ Overt: First level security   ■ Covert: Second level security   ■ Forensic: Laboratory level security





# Hot Stamping Foil

ओरियन्टल बैंक ऑफ़ कॉमर्स SEASON | 0530 | OVERSEAS BRANCH-B | 25-11-2004 (\*CBS\*)  
ORIENTAL BANK OF COMMERCE Date  
कॉलकत्ता बैंक ISSUING BANK शरीर करने वाली शाखा ISSUING BRANCH  
मांगे जाने पर ON DEMAND PAY TO HOLOFLEX LTD. KOLKATTA \*\*\*  
को या उनके आदेश पर OR ORDER  
रुपये RUPEES Five Hundred only \*\*\* ₹.Rs. \* \* 5 0 0 .00 प.  
प्राप्त मूल्य के बदले भरा करें FOR VALUE RECEIVED  
कुने ओरियन्टल बैंक ऑफ़ कॉमर्स  
For ORIENTAL BANK OF COMMERCE  
एच. ज. म. P.A. No.  
अ. ज. म. P.A. No.  
प्राधिकृत हस्ताक्षरकर्ता AUTHORISED SIGNATORIES  
ओरियन्टल बैंक ऑफ़ कॉमर्स  
ORIENTAL BANK OF COMMERCE  
SERVICE BRANCH-KOLKATA (CALSER)  
अस करने वाली शाखा DRAWEE BRANCH  
DNZ  
4384420 0000 2 2000

**Hot stamped  
holographic  
impression**





# Hot Stamping Foil

- **Complete Image Transfer :**
  - ✓ Holographic image is transferred from the foil to the product/document using heat and pressure
  - ✓ The holographic image becomes an integral part of the substrate
- **Dual Application:** The Hot Stamping Foil can be applied as a Running Strip or as an Impression





# Holographic Packaging Films



**Flexible Packaging**



**Rigid Packaging**







# Holographic Shrink Sleeves





# Holographic Shrink Sleeves

- **Value Addition:** Holographic strip can be inserted inside a shrink sleeve for product security
- **Unchanged Application** system for Sleeve user: Holographic shrink sleeve applies to the product in a similar manner as existing sleeve application





# Holographic Sealing Wads



**Holographic  
Wad**





# Holographic Sealing Wads

- **Value Addition:** These are sealing wads used on plastic containers to render them tamper proof
  - ✓ They are primarily used for lubricant and oil bottles
  - ✓ They can also be used to seal containers of food items in liquid form by use of food grade materials
- **Unchanged Application** system for existing Induction Sealing Wads user: Holographic Sealing Wads applies to the product in a similar manner as existing regular wads application





# MULTIMAX



**MULTIMAX Seal**







# MULTIMAX

- **Multiple technologies** - High security tamper evident substrate, Bar Code, Invisible UV printing, Hologram, Continuity Band etc.
- They are primarily used for high value protection



<u>OVERT</u>	<u>HOLOGRAM</u>	<u>SEAL</u>
1. Tamper Evidence		✓
2. Integrated	✓	
3. Serial Number	✓	✓
5. Bar Code		✓
6. Numbering	✓	
7. Kinetic Effect	✓	
8. Guilloche Patterns	✓	
9. Tamper Indicator Continuity Band		✓
<u>COVERT</u>		
1. Laser Readable Message	✓	
2. Micro Text	✓	





# Self Adhesive Labels

- Widely on packaging or product. Delivered in pre-punched, die-cut form - plain or multi-coloured it is suited to any kind of industry.
- Our in-house Flexographic press can deliver any design with perfect colour match using Pantone ® technology
- Our strategic alliance with various OEMs enable us to deliver the right hardware for printing variable information on these labels right at the customer place or at the PoS and even supply the consumables.
- Last but not the least is our age-old competency in integration of holographic security in a otherwise unsecured paper label which makes such labels a better value proposition by means of brand confidence and brand recall

**Multi-colour Self-Adhesive Paper Label**



**Integrated Hologram**





# Self Adhesive Labels

- **Value Addition:** Integration of hologram in a standard self-adhesive label increases the security quotient by many folds. A self-adhesive label can then serve two purposes – firstly that of identification and and secondly that of authentication
- Availability of thermal printing equipment and consumables directly from the same procurement point as the self-adhesive labels provides immense logistics benefits to clients by means of more effective inventory management





# AIDC TECHNOLOGIES





# AIDC TECHNOLOGIES

- **AIDC or Automatic Identification & Data Capture** refers to the methods of automatically identifying objects, collecting data about them, and entering that data directly into computer systems (i.e., without human involvement or with minimum human involvement). Technologies typically considered as part of AIDC includes –
- Barcode
- Radio Frequency Identification (RFID)
- Smart Cards & ID Card printing Solutions
- Biometrics like Finger-print, Iris scan





# Photo ID & Smart Card

- 'On Spot Issuance of Photo ID card / Loyalty Card' with personalized data, Photograph, signature & other information
- Smart Card Solutions using Contact or Contactless, SCOSTA cards or non-SCOSTA cards
- Total solution including capture of image & data, Card personalization and accessories
- Card Solution for Corporates, Healthcare Industry, Clubs etc.







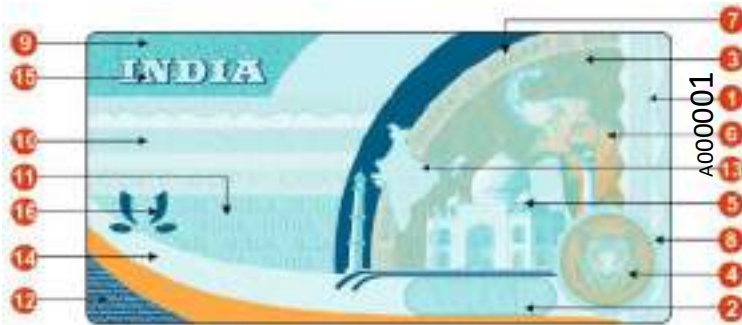
# SELF-ADHESIVE LABELS

- Value Addition: we integrate the following properties in a self-adhesive label in any combination:
- Branding (multi colour pre-printing)
- Integrated customised Hologram (security, authenticity, aesthetics)
- Tamper evident features
- Barcode printing (both 1D & 2D barcodes)
- On demand Variable Information Printing





# Security Features in Labels



Features Description

- |                               |                                 |
|-------------------------------|---------------------------------|
| 1) SECURITY GUILLOCHE PATTERN | 9) SECURITY BACKGROUND          |
| 2) DUAL LINE EMBOSSED TEXT    | 10) ANTI PHOTOCOPY (TEXT-IMAGE) |
| 3) DUAL LINE EMBOSSED PATTERN | 11) OPAQUE RELIEF               |
| 4) LINEAR IMAGE               | 12) MICRO TEXT (REVERSE)        |
| 5) OBLIQUE WAVE IMAGE         | 13) PATTERN WITH MICRO TEXT     |
| 6) PATTERNED IMAGE            | 14) HIDDEN TEXT                 |
| 7) PATTERNED TEXT             | 15) UV TEXT                     |
| 8) SECURITY BORDER DESIGN     | 16) REGISTER FEATURE (UV)       |



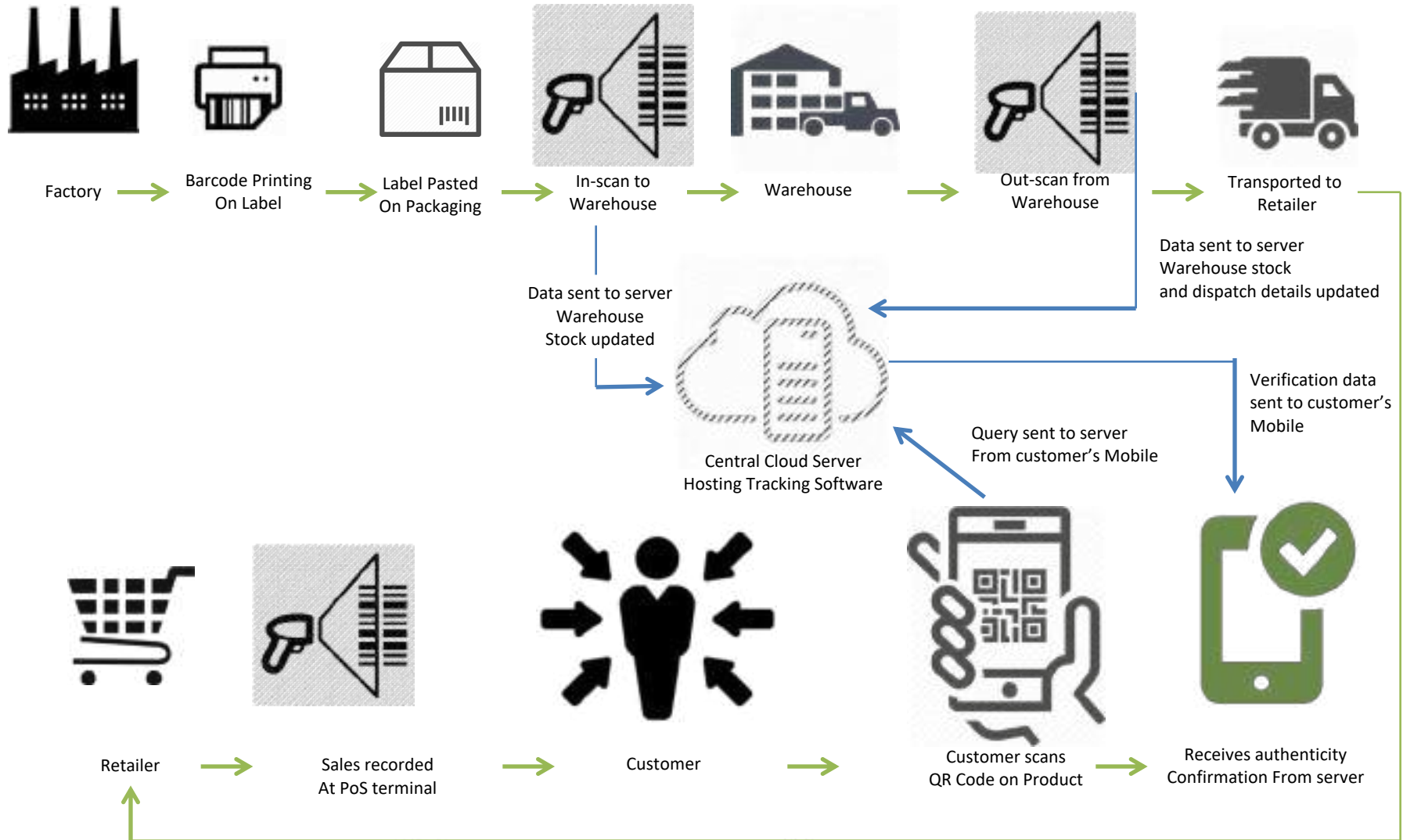
Features Description

- |                               |                          |
|-------------------------------|--------------------------|
| 1) SECURITY GUILLOCHE PATTERN | 6) DUAL PATTERNED IMAGE  |
| 2) DUAL LINE EMBOSSED TEXT    | 7) MICRO TEXT - 1        |
| 3) SECURITY BORDER DESIGN     | 8) MICRO TEXT - 2        |
| 4) MULTIPLEX PATTERN          | 9) REGISTER FEATURE (UV) |
| 5) OPAQUE RELIEF              | 10) HIDDEN TEXT          |
|                               | 11) HIDDEN IMAGE         |





# Track & Trace Secure Solution





# Thermal Transfer Ribbon

- Provide Thermal Transfer Ribbons for printing Thermal Labels, Barcode Labels
- **Product Range:**
  - ✓ Wax, Wax-Resin, Resin, Wash Care and Near-Edge Ribbons, Security Ribbons
  - ✓ RED, GREEN, BLUE and WHITE Colour ribbons available for Wax & Wax-Resin
  - ✓ High Density Printing, High Abrasion Resistance







# Infrastructure





# Internal Systems and MIS

- Have implemented ERP for efficient sales and production management
- CRM – Salesforce
- Production Management ERP - Shuttleworth
- Raw Material management and Quality Check
- Documented production processes and work instructions
- In-process and post production Quality Check
- All despatches are made through reputed logistic companies like Blue Dart and DHL
- Secure despatch may also be offered







# USP

- **ONE-STOP Solution Provider:** fully integrated under one roof high security production facility
- Multiple technologies – holography, security printing, variable data printing, demetallization, Flexo printing etc.
- Comprehensive product range
- Complete identification solutions to a wide range of customers – Government id, Payment Cards, Auto Components, Pharmaceutical, Chemical, Seeds, Plastic, Education, Finance, Iron & Steel, Banks, FMCG, Processed Foods, Liquor, Electronics, Entertainment, Readymade garments, Tea etc





# Customer List



Sony Ericsson

**NOKIA**



**MOTOROLA**



**RECKITT  
BENCKISER**

**P&G**

**TATA STEEL**



*Johnson & Johnson*





# Customer List





# Customer List

## Banking Customers



## Govt Customers – Liquor Tax Stamp, Transport, Election, Police, Education



Ration Card -  
Tamil Nadu



Orissa Geology and  
Mining Department



Transport Dept -  
Tamil Nadu



Tamil Nadu Energy  
Development Agency



Election Dept -  
Delhi



Election Dept -  
Sikkim



Jadavpur  
University



MP Excise



Kolkata Police

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# Thank You

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