Anti-counterfeiting and anti-piracy technology guide

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Watermarks

Watermarks are designs or patterns that are embedded into paper during the production process. They are produced by applying pressure to the substrate in the form of a pattern or text. This causes the paper to compress and thin only in those areas where pressure was applied. More light is able to pass through the thinner parts of the paper, thereby showing up the watermarked image without the need to incorporate any other materials.



Used for
- Authentication

Suitable for
- Very small products
- Small products
- Medium-sized products

Goes on
- Product
- Packaging

Can be used for
- Physical products

Visibility
- Visible

Reading device needed
- No

Connection to server
- No

Description

Dry watermarks are made by passing a device called a dandy roll over a slightly moistened sheet of paper. The roll is covered in thick paperboard, on which the wording or figure to be transferred to the paper is designed in relief with wires, gels or other devices.

Uses

Watermarks are most commonly applied to banknotes but they are also rather widely used on other paper valuables, tickets, identity documents, etc.

Implementation

The use of watermarks requires major changes to the paper sourcing process, as your paper needs to be compatible with watermarking technology. It should also be considered that this technology requires extensive experience and can only be applied by highly trained and specialised staff.

Cost

The costs associated with watermarks are highly dependent on the cost of the paper they are being applied to.

The costs of specialised staff must also be considered when implementing this technology.

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