Anti-counterfeiting and anti-piracy technology guide

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Labels with Micro-Engraved Clichés

Here, micro-engraved clichés are hot printed onto labels. A cliché is a metal matrix that is engraved to reproduce designs, images, photos, etc. Micro-engraved clichés have an extremely fine texture on their surface, with random or repeated designs that can be personalised. Once transferred onto the label through a hot-printing process, this fine texture creates optical refractive effects, which change form and colour when viewed from different angles, similar to a hologram.

Used for

- Authentication

Suitable for

- Very small products
- Small products
- Medium-sized products
- Large products

Goes on

- Product
- Packaging

Can be used for

- Physical products

Visibility

- Visible

Reading device needed

- No

Connection to server

- No

Description

This technique is based on hot printing, a printing process where a die (or matrix) is heated and pressed onto a foil placed between the die and the object to be printed – the label in this case. Through hot printing, the fine texture engraved in the matrix is transferred in detail and colour onto the label, not only enhancing its attractiveness, but also providing a fair level of protection against counterfeiting. This is thanks to the characteristics of the cliché, which make it difficult to reproduce. The effect is similar to that of a hologram, just with a different look and texture.

Micro-engraved patterns can consist of random repeated designs and can be customised with logos, thereby improving the counterfeit-deterrent effect.

Uses

Labels with micro-engraved clichés can be used in a wide number of sectors, both on products and packaging.

Implementation

Implementing this technology will require changes to be made to the stage in the production process at which labels are attached to the product or packaging. As with other types of labels, partly or fully automated solutions are available for those labels with micro-engraved clichés that do not need to be applied manually, depending on the quantity to be applied.

Cost

The costs involved in implementing labels with micro-engraved clichés are generally fairly low and are substantially lower than those involved in implementing holograms.

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