



Holographic Origination & Machineries Limited

A Guide to Hologram

Hologram is a unique photographic printing technology that provides a three-dimensional effect on a flat surface. They can be used for identification and authentication of products. Holograms can be an ideal anti counterfeiting measure that helps manufacturers as well as consumers. Moreover, it can also be used to enhance the look of a product through attractive product packaging and also to differentiate the genuine products from counterfeits.



Hologram

Sheet Form: These holograms are used for manual application in Sheet Form and each sheet is numbered serially for the purpose of accountability of the said holograms. The characteristics of the holograms are such that there will be no gap required between two holograms and a gap of 3 mm is required for circular and rounded corner holograms.

Recommended for: *Brand Protection, Document Protection, Brand Promotion, Aesthetic look etc.*



Spool Form: These holograms are supplied in Spool Form with characteristics of a gap of minimum 2.5-3 mm between two holograms. These holograms are made both manually and automatically by the help of automatic dispensing machine.

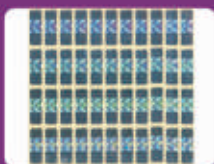
Recommended for: *Brand Protection, Document Protection, Brand Promotion, Aesthetic look, High Volume Product, suitable for line induction etc.*



Holographic Strip

The image of the holograms are embossed on the tamper evident coating, metalized polyester film and thereafter a special heat activated for adhesive coating in the foil which laminate the holographic strip to the substrate using an attachment in the customer's automatic lamination machine or lamination machine.

Recommended for: *Brand Protection, continuous Affixation etc.*



Breakable Paper Hologram

Breakable Paper Hologram is a one kind of specialized Tamper Evident Paper Label which is self destructive in nature. As the label contains fibers, therefore it cannot be removed from the original surface by any means.

It can also be combined both optical & printing technology which provides highest level of security.

Recommended for: *Jewellery, Sports goods label etc.*



Holographic Scratch

It is usually used for protecting of scratch off plastic cards, telephone cards, lottery cards etc. In order to fight against counterfeiting, HOML has developed new Holographic Scratch off foils. The following features are available with respect of Holographic Scratch :-

- Clean and easy scratch of high capacity
- Authentication of holographic image
- Multiple security features
- Protection against alteration which are destroyed in case of any removal attempt.

Recommended for: *Telephone cards, pre-paid cards, promotion coupons etc.*



Shrink Sleeves with Holography

Shrink Sleeves are reliable security solutions to protect the drinks item against counterfeit and piracy. It covers tamper evident holographic stripe which is safely attached to the inside of the sleeve. With the help of our proprietary electron beam technology, the stripe is 'reversing originated'.

Recommended for: *Bottle packaging, containers etc.*



Holographic Wads

The holographic images are laminated initially with Aluminum foil and later on coated with LDPE for making hologram sealing wads. The holographic wads are used for extra security.

Recommended for: *Containers, Bottles etc.*

Holographic Hot Stamping Foil

The images of the holograms are embossed on metalized polyester film and then a special heat melt coating is provided in the said foil, enabling the user to transfer the image to the using hot stamping machine. Supply of these type of holograms are used in Spool Form.

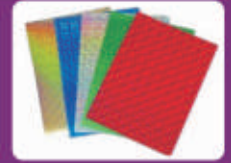
Recommended for : *Documents, Cards, Tax Labels etc.*



Holographic Board

These holographic images are used in various packaging applications. Holographic board can also have various levels of optical security features and it supports all kind of printing.

Recommended for : *Box packaging etc.*



Holographic Wide Web Film

Holographic Wide Web Film (upto 40 inches) is mainly used for packaging industry. This HOML can provide holographic wide web film in both PET (minimum thickness 12 microns) and BOPP (minimum thickness 19 microns).

Recommended for : *Flexible packaging, gift wrapping etc.*



Holographic Labels/ Hot Stamping for Medicine Application

Holographic labels can provide security alongwith aesthetic looks which can provide cost effective solutions to easily allow users to store variety of information as per customer needs and security features in the holographic labels. (UV ink, magnetic inks, inkjet numbering etc) in the holographic label.

Recommended for : *For all kinds of Label Application etc.*



Holographic Aluminum Foil

These holographic aluminum foils are mainly used in Pharma packaging as such the holographic impressions are transferred on aluminum foil. The existing aluminum foil used to replace by holographic aluminum foil and it can be overprinted as per the customer requirement. It provides extra level of security for the presence of optical security features.

Recommended for : *Pharma packaging, Tag Foil (to cover the opening of the containers like milk powder) etc.*



Holographic Pouch

These holographic pouches are a combination of hologram technology and flexible printing technology which is used for the substitute of holographic film. It is also used for the highest level of optical security features which can be combined with printing technology to ensure of providing of highly secured pouch for further enhancing its aesthetic look.

Recommended for : *Any product which has pouchy application etc.*



Holographic Transparent Laminate

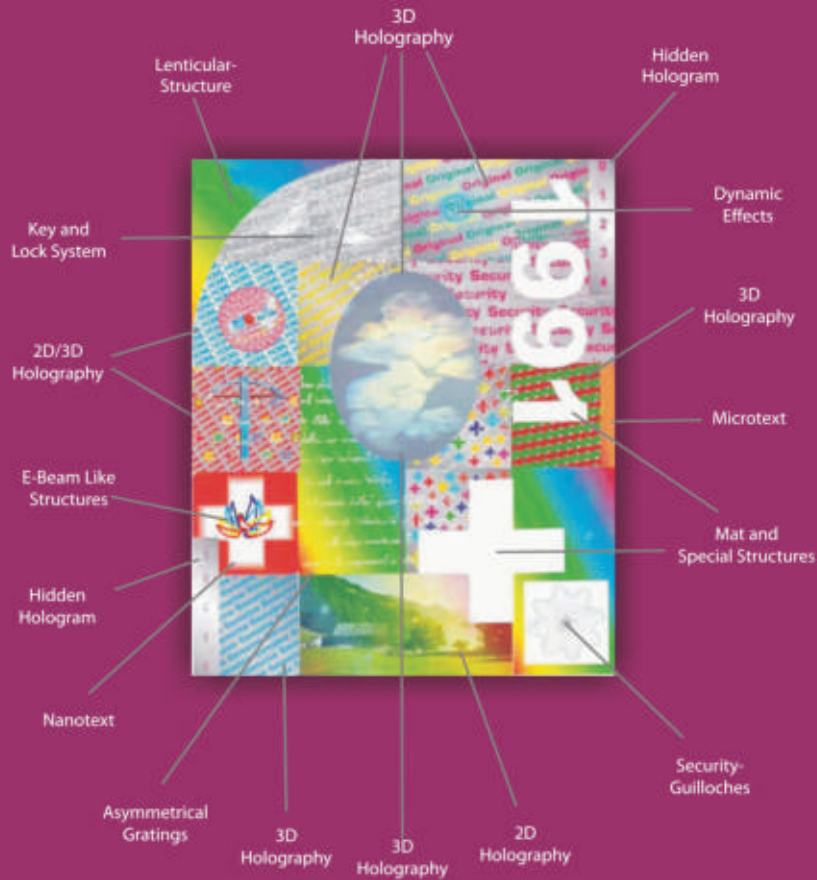
Holographic Transparent Laminate used for identity of documents against the counterfeit and piracy. It is used to protect identification document, all kind of educational certificates and permits etc.

Recommended for : *Identification document, matriculation certificates, permits etc.*



Samples

Classical Hologram Features



Some of Dot Matrix Hologram Designs



Holographic Origination & Machineries Ltd.

(An ISO 9001-2000 Company)

Salty Plaza, (3rd. Floor),
 3C AN Block, Sector - V (Opp. Sluice Gate),
 Salt Lake City, Kolkata 700 102
 Tel. No. + 91 33 2367 - 3995 / 3996 / 1445
 Fax : + 91 33 2367 - 3996
 Email : marketing@homl.in
 Web: www.hologramasia.in
www.homl.in