

DNA ProQR

ANTI-COUNTERFEIT SOLUTIONS

POWERED BY:



DNA PROTECTED

Crime prevention & Software

The DNA ProQR code embedded in the hologram is patented technology providing full integration of the QR code into the hologram, it is not over-printed, laminated or otherwise added to the hologram by any traditional means.

Since its' introduction millions of documents and items displaying the HOLOGRAPHIC QR feature have been adopted by numerous rights holders as an anti-counterfeit solution, forming the basis of their Brand protection programs.





A SECURE AND EFFECTIVE SOLUTION FOR DOCUMENT OR ITEM AUTHENTICATION, VERIFICATION AND TRACK & TRACE

- ❑ We have developed a unique holographic security feature, which is proving to be a valuable tool for the protection of products and documents against fakes. It is patented technology and a trade mark. It is designed to operate in tandem with our proprietary verification and authentication software or if required the customer's own validation software.
- ❑ The DNA ProQR consists different types of forensic and identification fragments such as micro & nano text with letters between 5 μm - 100 μm , DNA mark, UV text

Laser Reader



Micro & nano text detection with :

400 x Mobile phone microscope

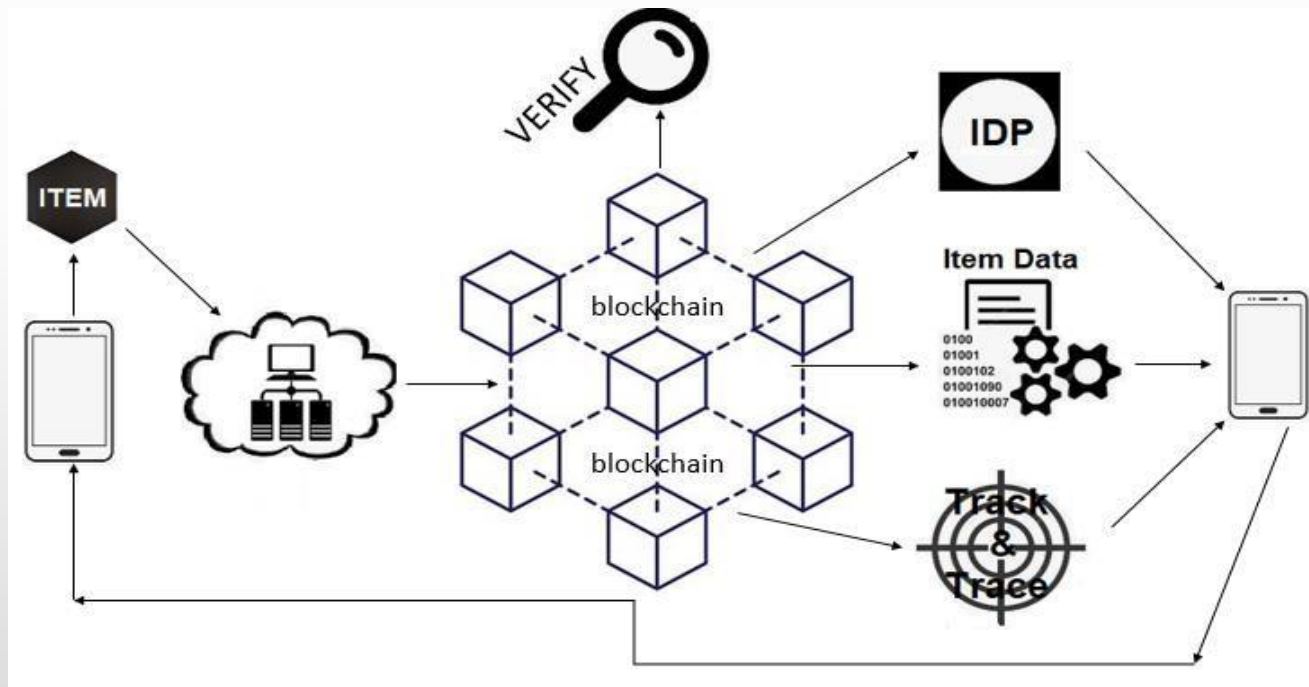


Holographic QR label – applied to all official 2015 Rugby World Cup merchandise

FULL MOBILE TRACK & TRACE APP

(DNA ProMAX)

A simple and yet very powerful mobile app allows any item marked with the DNA ProQR to be instantly verified as an original. Simply scan the DNA ProQR with a smartphone, enter the relevant PIN and information about the product is displayed.



What can be displayed within the app?

- Photo of the product
- Product details
- Brand and manufacturer's details
- Distributor's details
- Manufacturing and expiry dates
- Certification details
- Links to manufacturer/distributor
- Links to discounts, promotions and competitions etc.
- Any other data required, the system is customizable to accommodate Brand owners' preferences

Advantages include:



- ❑ Long-term counterfeit protection
- ❑ Simple to implement
- ❑ Full product Track & Trace in real time from factory to end-user
- ❑ Available as a hot stamping foil for application onto product labelling or documents
- ❑ Product can be verified anywhere in the world at anytime
- ❑ Can be used in tandem with our DNA Pro COMPAS and DNA Pro MAX – Track & Trace APP.

Verification and Authentication ? SIMPLE!

- ❑ Scan the DNA Pro QR with any mobile device and follow prompts
- ❑ Within seconds you will see the document or product details, including photos

Where DNA PRO QR can be implemented ?

- ❑ On to any security documents as a holographic label or by hot stamping application
- ❑ On to partially de-metalized overlays for ID and plastic or polycarbonate cards
- ❑ Directly on to a product, product packaging, outer box and / or pallet
- ❑ Person and Border control, any document authenticity verification
- ❑ Brand protection and product verification
- ❑ Asset and stock control
- ❑ Instant , real time Track & Trace
- ❑ Vehicle registration and toll collection permits
- ❑ Label security

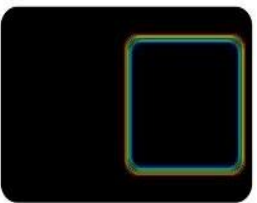


HOLOGRAM DESIGN OPTION - 1

Gradient Colour Movement



Kinetic Effect



Holographic Fix QR Code
(www.verifythisnow.com/bbl)



Background



Foreground



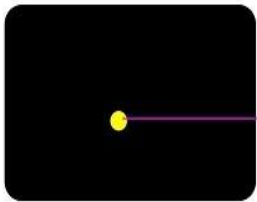
Recombined



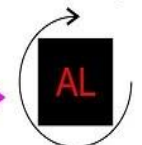
300% Enlargement



Lens with CLR



CLR Image



View at 90°

Micro Text



A-LEAGUE

Nano Text



ORIGINAL



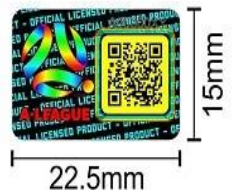
Variable Thermal Numbering Shifting ± 0.5mm



Die Cutting Shifting ± 0.5mm



Actual Size



“Although We have taken utmost care at the time of making this Design/Artwork as per your inputs and requirements; it is highly recommended to re-check the submitted Design/Artwork for any kind of errors/mistakes/misrepresentation w.r.t the contents viz. dimensions, text/numerals, images/logo etc. for their Correctness and Completeness before approving the same for avoiding any mistakes in the Final/Commercial Printing Process. We will not be held responsible for any kind of liabilities including materials rejection, cost incurrence etc. on account of any errors/mistakes/misrepresentation found in the Design/Artwork approved by your organization for commercial production.”

NOTE: THE COLOURS SHOWN IN THE ARTWORK ARE ONLY REPRESENTATIVE. ACTUAL COLOURS IN THE HOLOGRAM WILL BE HOLOGRAPHIC IN NATURE.

HOLOGRAM DESIGN OPTION - 3

Art-work of Holographic Image

Foreground



Background



Nano Text



FLAV CA ORIGINAL

Image Effects

Recombined



Floating Effect



Compass Effect



Frames



200% Enlargement



CLR Area



Die Shifted Image ± 0.5mm



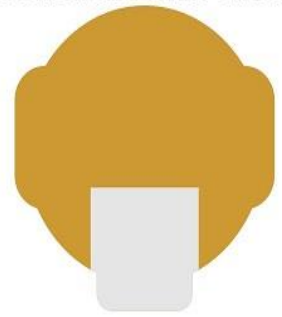
Actual Size



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HOLOGRAM DESIGN OPTION - 4

Achromatic White Effect



Gradient Colour Movement



Background



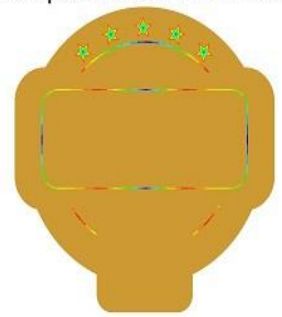
Foreground



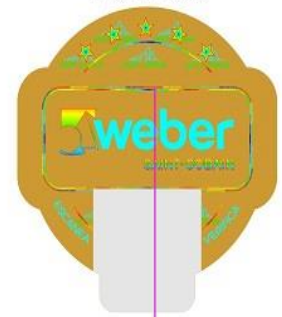
Recombined



Multiple Colour Movement



Micro Text



WEBER SAINT-GOBAIN

Nano Text



WEBER SAINT-GOBAIN

170% Enlargement



Actual Size



42mm

42mm

Variable Information Monotech Printing Shifting ± 1.0mm



Die Cutting Shifting ± 0.5mm



QR Code Size - 12mm x 12mm
 QR Code Information - <http://q-r.to/weberoriginal>
 Font Details - Arial Bold 6pt

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LET'S TALK!

OUR INDUSTRY EXPERIENCE ENABLES US TO UNDERSTAND
PROTOCOLS AND PROCESSES IN DESIGN, PACKAGING,
COMPLIANCE AND DISTRIBUTION

This enables us to ensure that costs of implementation are managed efficiently. We understand that the perception of cost may challenge budget considerations, however the cost is negligible when amortized in the production process and will save brands considerable revenues by protecting their markets

We can provide a consultancy service to assess requirements or we will work on brief based on Scope of Works provided.

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