



92c/1 sahapur colony block j new alipore kolkata 700053 india
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The Mission Statement

- To be the most trusted holographic solutions provider
- To be the most innovative to our peers
- To be the most diverse

About Us

Holoflex Limited is one of the leading manufacturers of Holograms and allied products in India. An **ISO 9001:2008 & ISO 14001:2004** Certified Company - Holoflex Limited is recognized worldwide as one of the most innovative and development-oriented product and document security solutions provider.

Our state-of-the-art manufacturing facility in Kolkata houses the most sophisticated machinery both imported and indigenous required for developing secure and high quality security applications. Considering the excellence in product activity, we have been awarded the highest level of International award, by International Hologram Manufacturer Association (IHMA), London for the years 2003 & 2004 consecutively.

We are members of the **International Hologram Manufacturers Association (IHMA)**, London, which is an exclusive body under the aegis of the Anti-counterfeit Bureau, International Chamber of Commerce, London.



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Anti-Counterfeiting Solutions Offered:

Tamper Evident Hologram Labels - A Hologram label is a tamper evident product. Any attempt to tamper with the hologram will result in its destruction. A Label can be affixed directly on the product or the packaging. These labels are supplied in sheets for manual application and in reels if a machine does the application.

Hologram Labels with Variable Information – Variable Information like alphanumeric sequential numbering on holograms significantly enhances security and provides ease of material tracking. Every single hologram thus could actually become unique!

The Variable Information can be imprinted using the following technologies:

- Laser Marking
- Ink-Jet Marking
- Ultra-Violet(UV)Marking



Holographic Hot Stamping Foil - Hot Stamping is a pollution-free dry printing process in which the color pigment or metallic material layer is transferred from a continuous carrier film to the object to be secured.

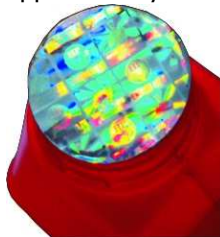


Holographic Smart Label –These labels like MULTIMAX and



Pharma Label are results of Holoflex Limited's industry-specific R&D and are typically developed to replace the common paper labels. These labels at core are regular holographic labels which have been made secured by incorporating multiple security features.

Holographic Shrink Sleeves - HOLOSLEEVE is a shrink sleeve with conventional printing and a holographic stripe. The printing increases the shelf appeal and allows sufficient surface area for branding, and holographic stripe secures the product against counterfeits. These Sleeves may be applied either by a semi automatic application system or by an automatic application system.



Holographic Induction Sealing Wads - HOLOGRAPHIC SEALING WADS can be sealed on both plastic (PE, PVC, PET) and glass containers. With the magic of holography incorporated, the induction or normal heat-sealable wads are rendered tamper proof and more safe and effective than ever before.



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MRP/Product id label: HoloFlex also offers a wide variety of MRP and Product id labels incorporating multi colour print with holographic and non-holographic security features and variable information capabilities. We offer a whole lot of security features including specialized tamper evident substrate. We also offer significant variable information options for these labels.

Holographic stripes for transfer on Blister and Strip packs – A holographic stripe on a blister or strip allows the consumer to easily verify the genuineness of the purchase. We offer a wide variety of features to ensure that no matter what your needs are, we will have the right solution for you.



Holographic Packaging Films - Holographic packaging films are ideal for flexible or rigid packaging giving inherent security & enhanced aesthetics with premium look. In an already crowded marketplace, the ability of a product to get noticed due to the sheer packaging is an invaluable tool to retain and increase market share

MULTIMAX Security Seals – An innovative security solution developed primarily for the electricity industry for securing meters installed at consumer's location. MULTIMAX as the name suggests is a culmination of MULTIPLE technologies MAXimize security against tampering and duplicity. Multi-level security features available in these seals are:



- Proprietary Security Base and Adhesive
- Integrated Holographic Component
- Invisible UV Marking
- Barcode
- Personalized Signature

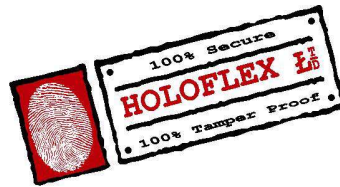


Self-Destructible Pharma Label – Another innovative security solution from HoloFlex Limited developed specifically for the Pharmaceutical Industry. Inheriting its origin to MULTIMAX Security Seals, these labels incorporate relevant multiple security technologies to deter counterfeiting. Salient features that make these labels unique and more secured over conventional paper label are as follows:

- Proprietary Security Base and Adhesive
- Integrated Holographic Component
- Barcode
- Personalized Signature



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Automatic Identification & Data Capturing (AIDC) - 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). Technologies typically considered as part of AIDC include bar codes, Radio Frequency Identification (RFID), biometrics, magnetic stripes, Optical Character Recognition (OCR), smart cards, and voice recognition.

Solutions offered under AIDC:

- **Bar Code Technologies**

Barcode is an optical machine readable representation of data. Data capture by scanning of Barcode is 100% accurate & fast. There are different barcode symbologies for different applications.

- **Radio Frequency Identification (RFID) and Data Communications Technologies**

RFID is a relatively new AIDC technology that keeps track of anything, especially those assets that move. RFID employs Radio Frequency Communications to exchange data between the memory chip and a host computer.

- **Card Technologies, including Magnetic Stripe Cards & Smart Cards**

This enables information to be stored on the stripe or in an imbedded micro-chip and the security of the data, solutions to solve these problems exist from various vendors. It is inexpensive and readily adaptable to many functions.

- **Electronic Article Surveillance (EAS)**

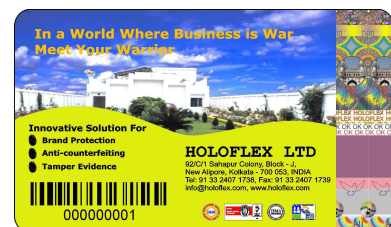
Widely used technology to prevent shoplifting at retail stores or pilferage of books in libraries. Special tags are affixed to an object, which can only be removed or deactivated using special device, by the counter clerk or library clerk.

- **Biometric Identification – Fingerprint, retinal scan or voice**

Biometric identification technology measures an individual's unique biological traits to determine one's identity. The most common traits include fingerprints, retina and iris patterns, facial characteristics etc.

- **Self-Adhesive Pre-printed Label**

Self-Adhesive labels are used 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 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 Point-of-Sale and even supply the consumables for the hardware. 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.



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