

EVOLIS CARD PRINTER

CUSTOM HOLOGRAM GUIDE & ORDER FORM



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TABLE OF CONTENTS

Introduction	3
Choose the right type of ribbon	4
Custom Hologram Ordering Process	7
Evolis Custom Hologram Order Form	8

Introduction

Adding security to your badge requires designing a custom hologram film. Managed as a special project at Evolis, this film will be designed according to your company requirements. This is the guarantee that it will not be sold by anyone else.

A customized hologram will help you reach a significant security level thanks to its unique and registered design. A custom hologram for plastic cards must meet two fundamental requirements:

- Protect the data against falsification
- Protect the data against abrasion and other physical and chemical aggressions

A card protected with a Hologram ribbon will be very resistant. Any attempt of fraud will therefore become very obvious and visible.

Each Custom Hologram Solution is unique and involves a number of decisions to be taken before full implementation.

The purpose of this document is to provide our Customers with the Custom Hologram Ordering Process. At the end of the document, you will find an order form to be filled out and sent back to your Evolis Sales Representative.



Choose the right type of ribbon

1. MATERIAL

- Varnish Overlay Ribbon (continuous)

This ribbon is recommended for applications requiring a low durability (up to 2 year lifespan) and a minimal tamper resistance.

This is a continuous ribbon that applies a thin layer to the card (about 4 microns), edge-to-edge.

- Laminate Ribbon (patch)

This ribbon is recommended for applications requiring a medium to high durability (from 3 to 7 year lifespan) and high tamper resistance.

This ribbon is made of patches and is available in 0.6mil (15 microns) and 1.0mil (25 microns) thick.

The patches do not cover the entire card surface.

2. SECURITY LEVEL

LEVEL 1

When the secured document will be viewed by the public

This hologram has features that are visible and discernible to the average person who has no training or instruction. The images, lines or text are immediately obvious to the viewer.

Supports OVERT features

LEVEL 2

When the secured document will be subject to inspection

This hologram includes features that are not immediately discernible to the average person. These elements are only discernible when an examiner utilizes an additional tool and possesses some level of training. The tools used to expose the feature are simple items such as a magnifying glass, flashlight, or laser pen.

Supports OVERT – COVERT features

LEVEL 3

When the secured document is subject to forensic examination

This hologram includes features that are visible or discernible only with complex laboratory equipment. Persons investigating these features require more extensive training.

Supports OVERT – COVERT – FORENSIC features

LEVEL 4

When the risk of counterfeiting is extreme

This hologram includes features that are technically unique and often have only one source of production. These sources produce a variety of unique optical technologies that do not rely solely on the holographic process.

Supports OVERT – COVERT – FORENSIC – UNIQUE features

3. FEATURES

OVERT FEATURES:



Rainbow Coloring – Images, lines, or texts that are designed to refract light utilizing the full rainbow color spectrum. Color changes as viewing angle changes.



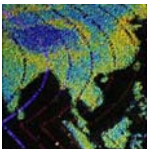
Achromatic Coloring – Images, lines, or texts that have no color refraction but are comprised only of neutral grays, white or black.



True Coloring – Images, lines, or texts that have one viewing angle where they appear in actual real-life color.



Switch Effect – Two or more distinct images that occupy the same area of the hologram and shift from one image to the other if viewed from different angles.



Multi-Plane – A feature that uses images, lines, or texts to provide a sense of depth in a hologram by providing a foreground set against a background (2D/3D).



Three-Dimensional – Images, lines, or texts that appear in 3D.



Stereographic – A technique where an image can either be animated or appear three dimensional.



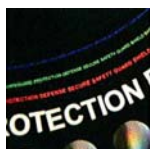
Guilloche Patterns – High resolution line patterns that are created from complex geometric or mathematical patterns. Each line maintains a predetermined, continuous visual color shift to move in synchronized animation.

S

COVERT FEATURES:



Latent Designs – An image that is viewable only with the aid of a high-power light source when the hologram is viewed at an extreme angle (concealed image)

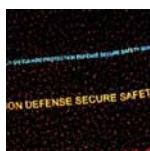


Micro-Text – Text that is 60 – 100 microns in size that can be clearly deciphered only with the use of a magnifying glass or eye loop.

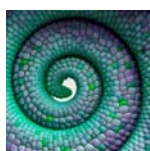


CLR (Covert Laser Retrievable) – An image or text that cannot be seen in a hologram but can be illuminated and seen with a high-powered laser pen.

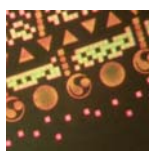
FORENSIC FEATURES:



Nano-Text – Text that is less than 30 microns in height and can be clearly seen only with the aid of a high-powered microscope.

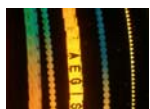


Micro-Imagery – Complex images or photographs that are reduced to a size less than 2 millimeters square.



Hoxels[™] – shaped pixels used to construct parts of the holographic designs. These can be custom designed for a singular project using company logos or can be any regular shape such as squares, circles, triangles, pentagons, etc.

UNIQUE FEATURES:



Aegis[™] – a proprietary technology optimizing the placement of pixels within a given design providing a unique forensic 'fingerprint'

Custom hologram ordering process

Ordering your custom hologram

- Define the type of image that you want to use as your custom hologram.
- Define the type of material you wish to order:
 - Varnish Overlay Ribbon (continuous)
 - Laminate Ribbon (patches)
- Define the type of security level that you want to apply and which type of features.
- Design artwork and submit it along with the Custom Hologram Order Form.

Set-up fee may vary depending upon design of custom hologram.

Artwork approval process

- Evolis will review your artwork, confirm set-up fee, provide customer with black and white artwork proof of custom image. Black and white proof will only show accurate size of images and dimensions and card layout. It will not show any colors of image.
- The Evolis reseller will get the approval from the end-user and return the signed artwork to Evolis.

Production of Materials

- Production of your material will begin upon receipt of approved artwork.

Artwork specifications

Clear black and white or color-separated artwork is necessary to achieve quality images for your order. Half-tone, grey scale and full color images are not readily acceptable. AI, EPS, PDF (editable) or CDR files required .

Timeframe

The complete process to get 100 rolls of custom holograms takes about 9 weeks, assuming that all approvals occur according to schedule. Evolis will update you on expected ship date when artwork is approved.

- Creation of master with hologram and design proposal for approval: 3 weeks
- After approval of design, creation of shim: about 3 weeks
- Recombination and production of order: about 3 weeks

PROJECT ID (EVLIS INTERNAL)

Project ID: _____ Product code: _____

Short description: _____

Submission date: _____ From: _____

END USER INFORMATION

Company Name: _____

Company address: _____

Contact Person: _____ Email: _____

Phone: _____ Fax: _____

EVLIS PARTNER DETAILS

Company Name: _____

Company address: _____

Contact Person: _____ Email: _____

Phone: _____ Fax: _____

SHIPPING ADDRESS (IF DIFFERENT FROM THE EVLIS PARTNER'S ONE)

Company Name: _____

Company address: _____

Contact Person: _____ Email: _____

Phone: _____ Fax: _____

LAMINATE DETAILS – CR80 CARD FORMAT

☐ 1.0 mil Patch ☐ 0.6 mil Patch ☐ Overlay varnish

SECURITY LEVEL AND FEATURES

LEVEL 1	LEVEL 2	LEVEL 3	LEVEL 4
The secured document can be viewed by anyone. Hologram features easily visible and discernible Images, lines or text obvious to the viewer. Supports OVERT features.	The secured document will be subject to inspection. Hologram features not immediately discernible to the average person. Need of a magnifying glass, flashlight, or laser pen to view features. Supports OVERT – COVERT features.	The secured document is subject to forensic examination . Hologram features visible or discernible only with complex laboratory equipment . Supports OVERT – COVERT – FORENSIC features.	When the risk of counterfeiting is extreme . Hologram features technically unique and often with only one source of production. Supports OVERT – COVERT – FORENSIC – UNIQUE features.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

OVERT FEATURES:

- ☐ Rainbow Coloring
- ☐ Achromatic
- ☐ True Coloring
- ☐ Switch Effect
- ☐ Multi-Plane
- ☐ Three-Dimensional
- ☐ Stereographic
- ☐ Guilloche Patterns

COVERT FEATURES:

- ☐ Latent Designs
- ☐ Micro-Text
- ☐ CLR (Covert Laser Retrievable)

FORENSIC FEATURES:

- ☐ Nano-Text
- ☐ Micro-Imagery
- ☐ Hybrid Micro-Optical Structures

UNIQUE FEATURES:

- ☐ Intaglio Etching

LAMINATE FILM LAYOUT

Based on the chart below, please select the picture orientation that you need for your hologram film.

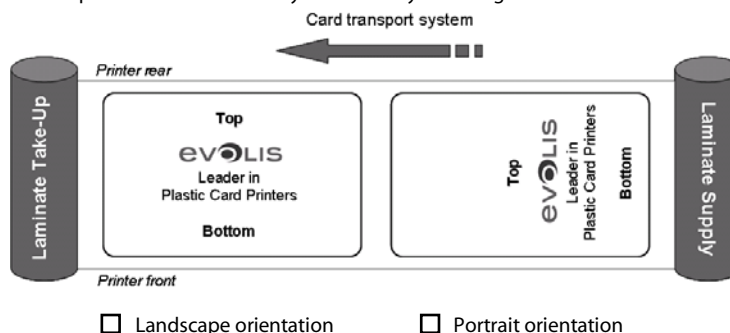


IMAGE POSITION ON THE CARD

Please indicate the image's position on the CR80 card and whether you want to position this hologram on the Front and/or Back side of the card.

Top (Landscape)

Top (Portrait)

☐ Landscape orientation

☐ Portrait orientation

☐ Front side

☐ Back side

IMAGE & TEXT DESCRIPTION FILES

Hidden, Micro and Nano text require a text file to be attached to this order form.

Images quality for hologram design: Standard Security: 600 dpi (tif or eps format) / High Secure: 1,200 dpi (tif or eps format)

Vector files required.

PRICING INFORMATION

Minimum order: 100 rolls.

Custom Hologram Origination Fees – Net price:							
Level 1	Level 2	Level 3	Level 4				
\$2,000	\$3,000	\$3,500	Quoted on project	Product Ref.	Description	# Patches /Roll	Type of Material
SECURION OFFER:							
R4321-SPXXXXX	Film Full Custom Holo	200	Patch	Holo	1.0mil	Single	\$105
R4311-SPXXXXX	Film Full Custom Holo	200	Patch	Holo	0.6mil	Single	\$95
R4331-SPXXXXX	Film Full Smart Cut Custom Holo	200	Patch	Holo	1.0mil	Single	\$105
R4332-SPXXXXX	Film Full Smart Cut Custom Holo	200	Patch	Holo	0.6mil	Single	\$95
R4341-SPXXXXX	Film Custom Holo - Smart Cut / Full	200	Patch	Holo/Clear	1.0mil	Alternate	\$105
R4342-SPXXXXX	Film Custom Holo - Smart Cut / Full	200	Patch	Holo/Clear	0.6mil	Alternate	\$95
R4361-SPXXXXX	Film Full Mag ISO Cut Custom Holo	200	Patch	Holo	1.0mil	Single	\$105
R4362-SPXXXXX	Film Full Mag ISO Cut Custom Holo	200	Patch	Holo	0.6mil	Single	\$95
R4371-SPXXXXX	Film Custom Holo - Full / Mag ISO Cut	200	Patch	Holo/Clear	1.0mil	Alternate	\$105
R4372-SPXXXXX	Film Custom Holo - Full / Mag ISO Cut	200	Patch	Holo/Clear	0.6mil	Alternate	\$95
R4381-SPXXXXX	Film Custom Holo - Smart Cut / Mag ISO Cut	200	Patch	Holo/Clear	1.0mil	Alternate	\$105
R4382-SPXXXXX	Film Custom Holo - Smart Cut / Mag ISO Cut	200	Patch	Holo/Clear	0.6mil	Alternate	\$95
R4313-SPXXXXX	Film Registered Custom Holo Overlay	400	Continuous	Holo	Varnish	-	\$105
N/A	Film Non Synchronized Custom Holo Overlay	400	Continuous	Holo	Varnish	-	\$95
PEBBLE, DUALYS AND QUANTUM OFFER:							
R4302-SPXXXXX	Ribbon Custom Hologram Varnish	350	Continuous	Holo	Varnish	-	\$85