

TWIN-ICI – innovative brand protection at the very highest level

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Jura JSP and WEILBURGER Graphics agree to cooperate on innovative brand protection

Vienna, July 30th 2007 – Jura JSP GmbH, a company located in Vienna, and the German firm WEILBURGER Graphics GmbH have agreed to cooperate on the development of new, highly effective security processes for the print industry.

The aim of the cooperation is to combine the specialist know-how of Jura JSP in the areas of high-security printing and brand protection with the comprehensive expertise of WEILBURGER Graphics in the field of print finishing for packaging, labels and commercial printing in order to be able to develop new, innovative security solutions for the protection of printed packaging and labels against counterfeiting.

This cooperation has already produced results so good that they must be described as a pioneering development in brand protection.

Under the name TWIN-ICI, and on the basis of market demands, the two companies have developed a novel security element which could revolutionise print production in the field of brand protection!

Thanks to the deployment of the most up-to-date materials and techniques, TWIN-ICI can currently be defined as high-security counterfeit protection, yet in its implementation it calls for only minor process modifications and can be produced inline at favourable cost via standard production systems in packaging and label printing in almost all applications.

“Following the evaluation of our comprehensive study of brand protection in print production, we have come to recognise that the market is looking for procedures which offer a high to very high security level yet are simple to handle in terms of production technology. What is more, brand owners are seeking solutions which can be integrated independent of design and are largely invisible to the end customer. It is on this basis that we have developed the TWIN-ICI process together with WEILBURGER Graphics to the stage where it can be introduced on to the market,” says Renate Kroboth, managing director of Jura JSP.

TWIN-ICI is a combination of ICI technology (Invisible Constant Information) and highly innovative UV-active coatings and printing-inks. Thanks to the further technological development of the ICI process developed at Jura JSP, together with the coatings in the SENOSAFE® series, specially produced by WEILBURGER Graphics for this purpose and coordinated with one another in terms of their technical properties, TWIN-ICI, which is completely invisible in normal light conditions, can be used not only on non-printed areas but also on solid colours or halftones. This gives brand owners the greatest possible freedom in their design, since the security elements are not incorporated until after completion of the design process. This means that thanks to the TWIN-ICI process the simple yet effective adaptation of existing packaging or label designs presents just as few problems as the implementation of new ones.

It goes without saying that combinations with other Jura JSP or WEILBURGER Graphics security elements are also possible.

For the verification of TWIN-ICI elements, a decoding lens of a particular frequency, specially developed by Jura, is used in UV light of a certain wavelength, accessing the various pieces of information at different angles of the decoder and thus making them visible to the human eye.

Anyone who feels that this is still not enough can use TWIN-D-ICI instead of TWIN-ICI. TWIN-D-ICI was also developed by Jura JSP and is in process terms similar to TWIN-ICI; however, as well as the graphical and textual information which is to be verified visually, it also makes use of digitally encoded information. The latter can only be evaluated by a certain kind of reading device and is protected by high-security cryptographic cipher algorithms.

“Our clearly defined aim is to offer our customers the greatest possible degree of protection against brand piracy by means of our products and consultancy services. To this end we use the complex knowledge we have gained in the field of high-security printing to develop innovative brand protection processes,” says Renate Kroboth, and continues: “The two most important things in active brand protection are security concepts which run right through the value chain from design to delivery and the ability to keep a step ahead of counterfeiters in terms of both process and materials. Working together with WEILBURGER Graphics is a tremendous bonus for us and our customers. We’re quite certain that this cooperation will give rise to many other highly innovative security processes!”

Jura JSP is offering interested companies no-obligation consultancy on innovative brand protection.

As from the autumn of 2007, Jura JSP will be putting on a series of seminars for selected companies entitled “From high-security printing to innovative brand protection”. Those interested can obtain information at jsp@jura.at

To find out more, just visit www.jura.at and www.weilburger-graphics.de

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About Jura JSP

The Jura Group, founded in 1992, has facilities in Budapest (Hungary) and Vienna (Austria). Jura JSP offers the experience gained in many years of high-security printing and the design of high-security documentation (e.g. passports), also in the area of integrated brand protection, and has come to specialise in highly efficient inline solutions.

www.jura.at

About WEILBURGER Graphics

WEILBURGER Graphics is one of the world’s leading manufacturers of special coatings for the graphics and print finishing industry.

The company’s principal activities are in sheet-fed offset, heat-set web offset, offline coating, screen printing, flexo, gravure, narrow web flexo and digital printing. Tailor-made products are available for packaging, labels and commercial printing. The services offered by the company include seminars and specific advice.

WEILBURGER Graphics is one of eleven sister companies in the GREBE Group, medium-sized manufacturers of industrial coatings.

www.weilburger-graphics.de

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