

HolographINK Process (HIP)



AN INNOVATIVE IMAGING PROCESS WITH UNIQUE OPPORTUNITIES
FOR BRAND DIFFERENTIATION AND AUTHENTICATION

The HolographINK process creates new, innovative graphic designs / effects that enable brand owners the following key benefits:

- **Makes your product stand out** - Eye catching graphics, attracts consumers to YOUR brand
- **Improved brand awareness** - Unique design capabilities by utilizing innovative effects
- **Protect your brands** - Anti-counterfeit solution that can not be duplicated; global exclusivity available

The HolographINK Process prints on a wide variety of substrates and eliminates the need for costly, holographic substrates. The technology uses the flexographic process in combination with photopolymer printing plates to transfer the desired image to the substrate with final UV curing ink. The HIP process will allow you to provide a unique, value added effect to your customer.

- Eliminates the need for printing on expensive holographic material
- Proven suitable on a wide variety of substrates
- Capability of being used with many different ink technologies, very suitable for combination printing
- Capability to print different colours using the same holographic image
- Allows for higher printing speeds relative to hot foil holographic stamping

Applicable substrates include:

- Polyethylene PE and Polypropylene PP
- Vinyl
- Various paper substrates; coated semi-gloss or gloss material
- Plastic laminate tubes
- Unsupported and heat sensitive films
- Cartonboard

Applications include any that require foiling or the appearance of a holographic effect, such as cosmetics, wine labeling, packaging, antifraud, novelty, etc.

HolographINK

The HolographINK Process (HIP)

| PROPERTIES | BENEFITS |
|---|---|
| <ul style="list-style-type: none">• Excellent bonding | <ul style="list-style-type: none">• Fine detail |
| <ul style="list-style-type: none">• Press ready | <ul style="list-style-type: none">• Ease of use |
| <ul style="list-style-type: none">• Single component formulation | <ul style="list-style-type: none">• Reduced make-ready |
| <ul style="list-style-type: none">• Ability to create countless holographic design colours | <ul style="list-style-type: none">• Unique to your application adding market appeal |
| <ul style="list-style-type: none">• Works well in conjunction with other print technologies | <ul style="list-style-type: none">• Excellent for combination printing |

The HolographINK Process offers cost advantages over other processes utilizing holographic images, but not only that; it has the capability to print holographic screen images, which allows for the holographic image to appear in countless colours and areas of a label. Additionally, it allows for higher printing speeds relative to hot foil holographic imaging, and enables holographic images that are not achievable when using holographic substrate.

The HolographINK Process (HIP) can be used in combination with most of Flint Group Narrow Web's UV Flexo products' applications. The HIP process involves UV curing ink utilizing flexographic printing technique. Together with a holographic image, the HIP image is created making the possibilities almost unlimited.

The final desired HIP image is built from 3 components:

- Choice of Holographic Pattern
- Shade of HolographINK
- Design / Image creation

This will enable any designer / brand owner to create thousands of designs.

Flint Group Narrow Web has the global rights to this process and can therefore arrange and guarantee exclusivity of the holographic materials. Available in a wide range of holographic images, on an exclusive end-user basis.

How to get started?

The HIP process can only be started and obtained through Flint Group Narrow Web. Talk to one of our representatives today, to learn how.

For more details on HolographINK, call your nearest Flint Group Narrow Web office or dealer.

Flint Group Narrow Web
P.O. Box 1003,
SE-231 25 Trelleborg, Sweden
www.flintgrp.com

T +46 410 59 200
F +46 410 59 397
info.narrowweb@flintgrp.com

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