

# INVISIBLE UV BARCODE SYSTEM FOR BRAND PROTECTION AND QUALITY ASSURANCE PURPOSES



Brand owners have a hard time nowadays balancing between effective brand protection solutions and creating a seamless design that is not corrupted by hideous markings on the package or labels.

Luminochem offers a solution that eliminates this problem with invisible marking and coding. With Luminochem's invisible UV-barcode system our customers can apply covert marking directly on the production line without compromising the label design of the product.

## Fields of application

- Brand protection
  - Security marking
- Process controlling
  - Control of secondary packaging
  - Control of collation process
  - Label verification
  - Quality control processes

## Security features

- Covert (Invisible)
- Easy detection with UV lamps and/or specific detectors
- A combination of special pigments/taggants may provide higher security
- Unique solutions based on the partners' exact needs
- Forensic



## Brand protection

The invisible UV-barcode system is a covert (invisible to the naked eye), high-security solution, that is the optimal to protect your supply chain and your customers while defending your brand value without compromising any of your design elements.

The solution is also a good start for implementing a track & trace system for your logistics channel. Luminochem offers its expertise to develop tailor-made solutions to meet our customers' every needs when it comes to product security.

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## Label verification & quality control

The in-line barcode-reading possibility enables the system to prevent mislabelling events, and mismatching back and front labels, excluding the possibilities of operator error.

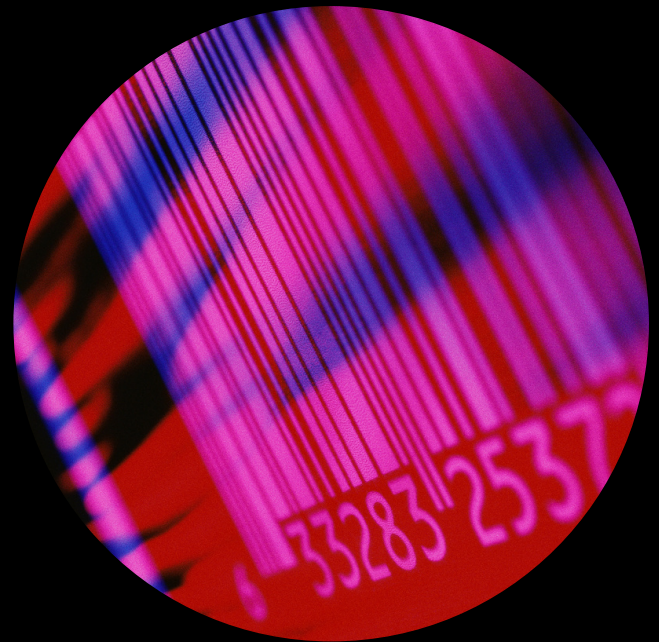
Label inspection and label verification are crucial parts of the production because mislabelling can cause major damage to a company's image and reputation and can cause harm to the consumers themselves.

Luminochem's solution for label verification does not cost you a fortune, it is easy to implement on your production line, and eliminates the crucial errors a human operator can cause with mislabelling.

This solution is also a good base for implementing quality control processes on your production line without compromising the brand image.

## How the label matching system works?

- The product-specific UV barcode is printed on the front label
- The UV barcode on the front label is identical to the visible barcode on the rear label
- The UV barcode is invisible in daylight, but
- The barcode reader with built-in UV line is installed on the production line
- A second camera reads the rear code
- The two codes are matched
- In case of no-match clear visible and audible alarm



## Additional advantages

- Applicable without compromising the brand image and design elements
- Printing requires no modification of the existing printing line
- Can be used directly on the production line
- No expensive equipment needed
- Good chemical fastness
- Good lightfastness
- Or just the opposite: if needed, it is possible to use fluorescent pigments for a short lifetime.  
The print will disappear shortly after printing