

tesa Holospot® concept – maximum counterfeiting protection and effective product tracing



Authentication with the bare eye

Authentication with the naked eye

The tesa Holospot® can contain variable features recognisable with the naked eye, such as diffractive serial numbers exhibiting an iridescent effect. This overt feature serves even consumers as a simple, but solid proof of authenticity without the need for any reading device.



Product identity under the magnifying glass

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Reading of iridescent, variable micro scripts and micro images requires only a simple magnifying glass. Individual serial numbers, company-specific logos or trademarks can thus be communicated in a secure and easy-to-verify way. Ideal for random inspections, e.g. by retail trade partners or customs authorities.



Analogue reading by laser

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Welcome to the high security complex of the tesa Holospot® system. Anyone wishing to read the information of the so-called projection hologram requires the analogue reading device. Only in its viewer the individual hologram contents become visible, representing the third authentication option. Here you can communicate details that should not be visible for everyone.



tesa Holospot® identification digital

Decoding digital information

The fourth option: covert machine readable information in the projection hologram. The digital reading device permits easy and reliable on-site reading by authorized specialists. Communicate specific identity, production, distribution and traceability data directly on your product – unobtrusive, counterfeit-proof and incorruptible.

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