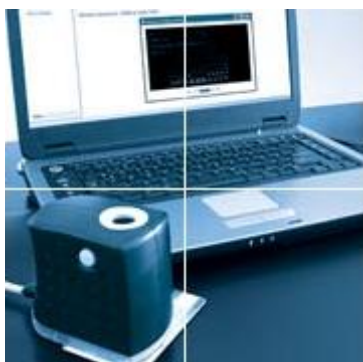


tesa Holospot® – maximum counterfeiting protection and effective product tracing



tesa Holospot®

tesa Holospot® is a self-adhesive polymer label with an information field of only a few square millimetres. It is firmly attached to the product and contains various overt and covert security features inscribed into the data carrier with a high-resolution laser.

tesa Holospot® is a protected technology optimally suited for high-security [counterfeit protection](#) and effective [product tracing](#).

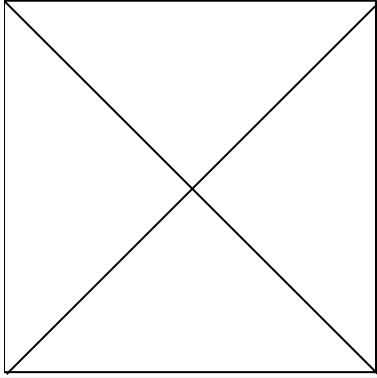


tesa Holospot® – Individuality en masse

tesa Holospot® – individuality en masse

Each single original product is equipped with an individual tesa Holospot® – with all required security and distribution data and without noticeable impact on product design.

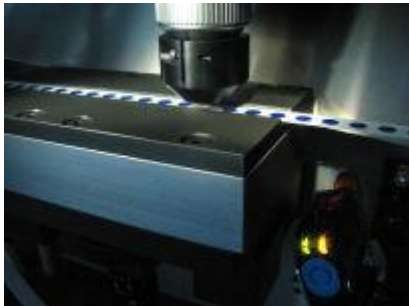
With tesa Holospot®, each single original product is unique and contains unambiguous, intelligent information about itself. As unique as a fingerprint, and as unmistakable as a passport.



Overt and covert features in several levels

Overt and covert features in several levels

The variable information architecture of the tesa Holospot® technology enables security features to be contained in up to four information and authentication levels directly on the original product. From overt information readable with the naked eye or a magnifying glass to covert, analogue and machine readable information verifiable with portable reading devices. In addition, automated data processing with reading devices installed in production or packaging lines, e.g. in track & trace programmes, is yet another option – all in one security system.



Protected system with proprietary soft- and hardware

Protected system with proprietary soft- and hardware

tesa Holospot® is a proprietary technology comprising all components required for counterfeit protection and effective product tracing: coding software, laser writing unit, labelling machines as well as portable and in-line reading devices.

The entire production of your tesa Holospot® security labels takes place at tesa scribos. We deliver the inscribed labels, quantity controlled and ready to apply.

[The tesa Holospot® concept](#)



tesa Holospot® 1/5

tesa Holospot® 1/5

The tesa Holospot® 1/5 carries a single lithogram in the centre and four more lithograms consisting of the last four digits of the serial number.



tesa Holospot® 1/5 with barcode and/or serial number

tesa Holospot® 1/5 with barcode and/or serial number

Thermo transfer printed bar codes, matrix codes and human readable codes on tesa Holospot® labels are used for track & trace and online customer interaction. The serial number that is stored within the forgery proof tesa Holospot® is also represented as a matrix code symbol for automated reading with standard industrial readers. Codes can either be serialised or encrypted.

For consumer interaction via internet or mobile phone, the human readable code is used.



tesa Holospot® 2/6 and 3/6

tesa Holospot® 2/6 and 3/6

tesa Holospot® 2/6 and 3/6 consist of 2 or 3 lines respectively. They can be flexibly designed with respect to graphics and length of code known from the tesa Holospot® 1/5 and thus offer high flexibility for customer specific graphics.

tesa Holospot® 2/6 and 3/6 labels combine, for instance a six to ten digit serial number that is directly visible to the naked eye with larger brand logos.

Both variants offer higher public recognition and web or SMS verification of the serial number without further tools.

[Request for tesa Holospot® technology brochure](#)