SECURITY AND BRAND PROTECTION PORTFOLIO

PLUG & PLAY FEATURES

 HP SmartStream Designer

Microtext font

Micro 2D barcodes

Guilloché

HAIYAA

SECURITY INKS

HP Indigo ElectroInk Invisible Yellow/Blue

VerifyMe

RainbowSecure™ | Machine-readable infra-red ink

GoSure | Machine-readable taggant ink

Authentix

Sherlox | A suite of machine-readable taggant ink and comprehensive brand protection services

PROTECTED TRACK & TRACE SOLUTIONS

hp link

ScanTrust

Advanced Track&Trace

prooftag FiberTag

MICRO FOCUS

HP INDIGO
THE LEADING DIGITAL PRINTING SOLUTIONS FOR BRAND PROTECTION

Get ahead of threats with HP Indigo's leading digital solutions

Vast portfolio of unique security solutions

Stronger protection with the power of variable data

Productive, one-pass, on-press process

HP INDIGO'S LEADING DIGITAL PRINTING SOLUTIONS FOR BRAND PROTECTION:

PERSONAL CARE AND NUTRACEUTICALS

$140 MILLION
Investment in anti-counterfeiting and track & trace solutions for cosmetic products

COVERT SERIALIZATION
Variable, invisible features enabled by HP Indigo ElectroInk invisible inks and RainbowSecure™ infra-red ink

PROTECTED TRACK & TRACE
Secure cloud-based solutions for tracking products through the entire supply chain

CONSUMER-LEVEL AUTHENTICATION FEATURES

SPIRITS

26.4 MILLION Liters
Counterfeit alcohol seized by Interpol and Europol in 2017

COVERT STATIC MARKS
HP Indigo's taggant inks and RainbowSecure™ infra-red ink

SERIALIZED MICROTEXT & MINI QR CODES
Plug & play software-based features in HP SmartStream Designer

SPECIAL SECURITY SUBSTRATES
Secure seals with serialization and track & trace features

TICKETING, LOTTERY AND GAMING

$2,741 MILLION
Investment in security printing for ticketing & lottery (2020 projection)

COVERT STATIC MARKS
Highly secure machine readable Covert Static marks with HP Indigo's new taggant inks and RainbowSecure™ infra –red ink

SERIALIZED MICROTEXT
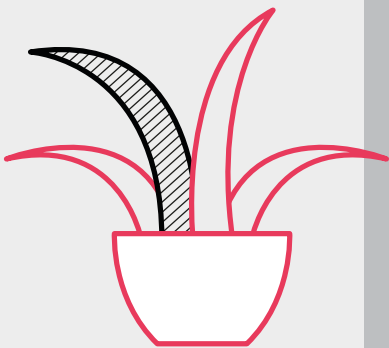Plug & play software based features by HP SmartStream Designer

COVERT SERIALIZATION
Variable, invisible features enabled by HP Indigo ElectroInk Invisible inks and RainbowSecure™ infra- red ink

AGRICULTURE

25%
Illegal products in the pesticides & seeds market

PROTECTED TRACK & TRACE
Secure cloud-based solutions for tracking products through the entire supply chain

CONSUMER-LEVEL AUTHENTICATION FEATURES

TAX STAMPS

$6,395 MILLION
Investment in security printing for tax stamps (2020 projection)

HIGHLY SECURE MACHINE READABLE INK
Covert Static marks with HP indigo's new taggant inks and RainbowSecure™ infra-red ink

COVERT SERIALIZATION
Variable, invisible features enabled by HP Indigo ElectroInk Invisible inks and RainbowSecure™ infra- red ink

CONSUMER-LEVEL AUTHENTICATION FEATURES

SERIALIZED DATA MATRIX CODES
Applies a unique ID for every label