

Avery Dennison® Secure Mark™

Anti-Counterfeit Watermark

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Description:

Avery Dennison® Secure Mark™ is a patented technology used to integrate customer specific watermark designs into Avery Dennison® Reflective sheeting. The technology provides the customer a degree of increased security through use of this system. The technology is impossible to reproduce through standard print process and subsequently provides a high level of anti-counterfeit properties to any finished goods created with Avery Dennison Reflective films and the Secure Mark™ technology.

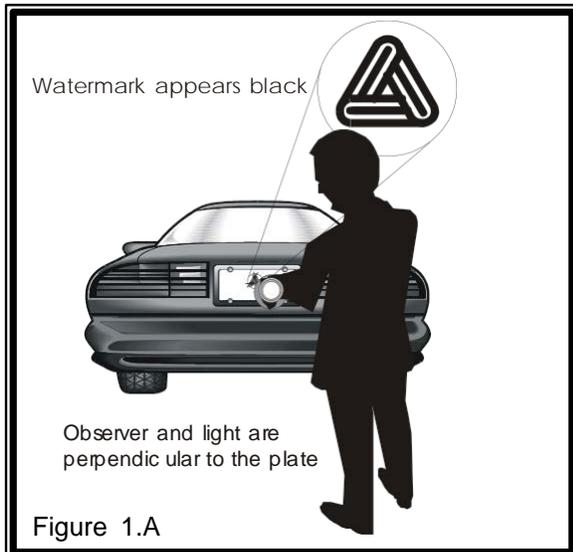


Figure 1.A shows how the watermark is viewed with the light source and the observer perpendicular to the plate. Under these viewing conditions the Secure Mark™ image will appear a dark shade of gray.

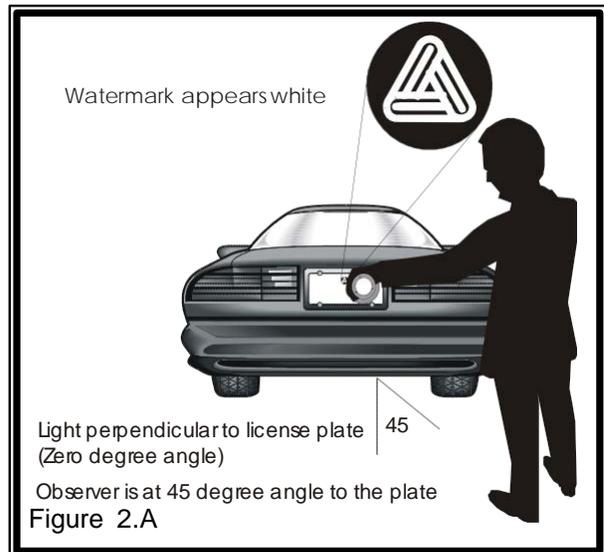


Figure 2.A shows how the watermark can be viewed with the light source perpendicular to the plate and the observer at an angle of 45° or greater. This viewing condition leads to the observer seeing the Secure Mark™ image in a shade of white.

Technical Features:

Security Features:	Multi-angle viewing, integrated with sheeting, image shade shift
Lot Tracking Feature:	Secure Mark™ can be designed to incorporate year/month lot ID

Availability:

The Secure Mark™ technology can be incorporated into the Avery Dennison Reflective sheeting product lines including:

License Plate Film:	L-3050 series
Window Sticker Film:	LW-0400 series
Validation Decal:	LV-0700

Secure Mark™ is protected by the following US Patent: 6,350,036