

## The Secure Mark™ Advantage

Security is of key importance for license plate manufacturers and Avery Dennison has advanced technology to prevent counterfeit plating. All of our films for car license plates can incorporate Avery Dennison's innovative Secure Mark technology, to integrate custom watermarks directly into Avery Dennison® reflective sheeting.

Unlike other methods, Secure Mark technology puts shade-changing security features inside the film. As a result, counterfeiters are unable to alter the plate's security features through printing or laser etching the metal layer after the plate is made.

Secure Mark technology provides you with the assurance that you'll have the highest level of anti-counterfeit properties available when using Avery Dennison® reflective films.



## Driving Quality, Durability and Efficiency in License Plate Manufacturing.

Avery Dennison has supplied reflective sheeting for the manufacture of license plates globally for more than two decades. Our broad product portfolio ensures high quality and durability in the finished product. By partnering with Avery Dennison, you realize a variety of other benefits that will make your process easier and more efficient:

- > Able to be used in all license plate fabrication techniques – embossed plate, flat plate, front faced plate and digitally printed.
- > Turnkey capabilities – our experts are familiar with the entire plate manufacturing process and can provide these services if needed.
- > Technical expertise – decades of experience that is unparalleled in the industry.
- > Products that meet all international standards – easy to meet government specifications.
- > Films feature Avery Secure Mark™ technology – deters counterfeit plate making.



We can also supply prismatic sheeting for added reflectivity, validation decals and window stickers for annual registration.



[averydennison.com](http://averydennison.com)



Inspired Brands.  
Intelligent World.™

For more information on Avery Dennison® reflective films for license plate manufacturing or to request a sample, contact Avery Dennison.

## Driving Quality, Durability and Efficiency.

License Plate Technologies from Avery Dennison



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Graphics and  
Reflective Solutions

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## A Complete Product Line to Support All Your Needs.



When it comes to films for license plates, look no further than Avery Dennison. Our product line is complete, meets all worldwide specifications and offers you a variety of films to meet most application needs.

### Avery Dennison® L-3050 reflective films for car license plates

- > Vinyl face for printability, embossing and durability
- > Pre-printed graphics with unique state/country design
- > Reflectivity can be adjusted to meet specifications
- > Can be digitally printed for short run specialty plates

### Avery Dennison® L-6050 prismatic sheeting for added reflectivity

- > Increased reflectivity for safety and visibility
- > Ideal for specialty plates

### Avery Dennison® LV-0700 film for validation decals

- > For annual registration
- > Excellent die cutting and converting
- > Destructible, so it cannot be removed in one piece
- > 3-5 years outdoor durability
- > Ten colors with custom color match available

### Avery Dennison® LW-0400 film for window stickers

- > Printable reflective face
- > Ten colors with custom color match available
- > Many construction variations possible to meet your needs

The right choice for quality  
and confidence.

Avery Dennison is one of the most experienced and recognized manufacturers of graphic and reflective films in the industry. For over 75 years, we have built a reputation for delivering solutions that meet specific customer needs. Whether it's brand promotion or highway safety, Avery Dennison brings innovative products and application expertise to every project. With global reach and capabilities, our goal is always the complete and total satisfaction of our customers.



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