

# SECURITY AND BRAND PROTECTION PORTFOLIO

## PLUG & PLAY FEATURES



Microtext font

Micro 2D barcodes

Guilloché



## SECURITY INKS



HP Indigo ElectroInk Invisible Yellow/Blue



RainbowSecure™ | Machine-readable infra-red ink



GoSure | Machine-readable taggant ink



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

## PROTECTED TRACK & TRACE SOLUTIONS



# 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



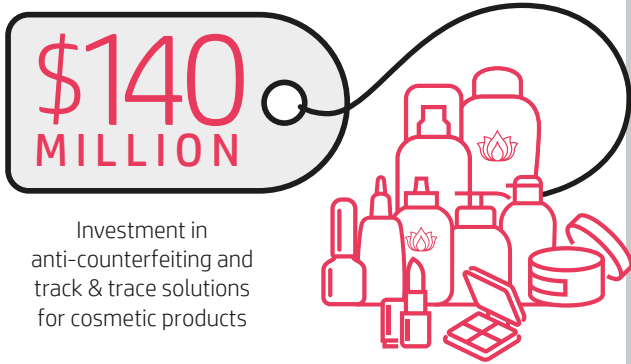
Stronger protection with the power of variable data



Productive, one-pass, on-press process



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



PERSONAL CARE AND NUTRACEUTICALS



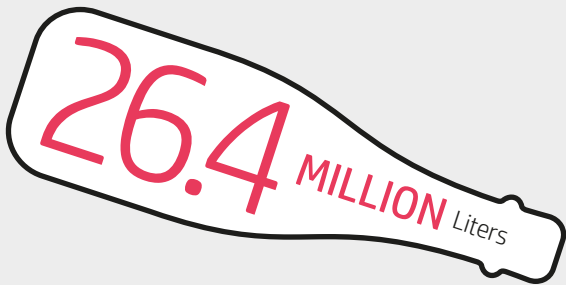
**COVERT SERIALIZATION**  
Variable, invisible features enabled by HP Indigo ElectroInk invisible inks and RainbowSecure™ infra-red ink



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



**CONSUMER-LEVEL AUTHENTICATION FEATURES**



SPIRITS



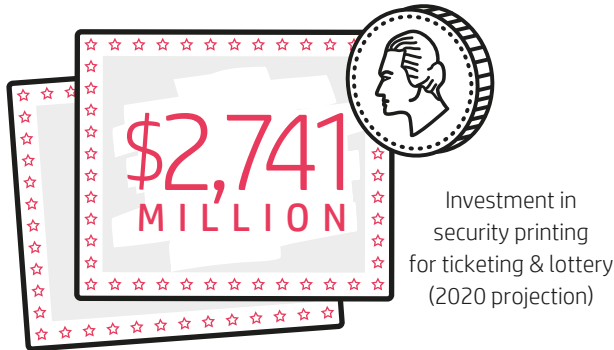
**COVERT STATIC MARKS**  
HP Indigo's taggant inks and RainbowSecure™ infra-red ink



**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



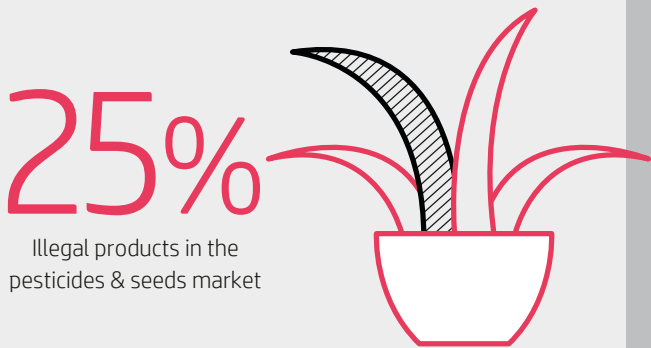
**COVERT STATIC MARKS**  
Highly secure machine readable Covert Static marks with HP Indigo's new taggant inks and RainbowSecure™ infra-red ink



**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



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



**CONSUMER-LEVEL AUTHENTICATION FEATURES**



TAX STAMPS



**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