

The HoloLam Plus® Distinction

Flat Sheets

Prevent Curling During the Printing Process

Our patented* sheet production process prevents roll memory and minimizes curling during the sheet printing process, which in turn prevents downtime, machine jams, excessive scrap, and print plate damage that can occur with roll format materials.

Prevent Torqueing After the Lamination Process

To prevent torqueing, HoloLam Plus® fronts and backs must be ordered in matching sets. But they do not need to come from the same lot. This eliminates the excessive waste that can occur with products that do require that fronts and backs come from the same lot.

Consistent Film Quality and Chemistry

ITW Brand Identity Division coats and embosses our film in-house, controlling product quality and maintaining a consistent chemistry, which:

- Maximizes print receptivity
- Delivers superior surface peel strength
- Minimizes corner impact issues
- Ensures consistent RFID signal strength

Colored Core

Our minimum order quantity (MOQ) for colored core is less than half that of our competitors, enabling card manufacturers to offer high design while meeting the needs of their customers' shorter run requirements.

ESD Solutions for Contact and Dual Interface Cards

ITW Brand Identity Division is the only manufacturer with full-face metallic and holographic laminates that 1) permit adequate signal strength when matched with the appropriate RFID antennae, and 2) eliminates ESD (electro-static discharge). This enables card manufacturers to offer their customers a broad range of differentiated design options for use with the latest card technologies.

Superior Peel Strength

Customers repeatedly confirm that HoloLam Plus delivers superior functionality (e.g., peel strength) compared to competitive products, reducing waste and ensuring card life.

Custom Holographic Patterns

ITW Brand Identity Division's holographic design capabilities, including a design department and origination equipment, enable the in-house development of custom holographic images faster and more reliably than with any other holographic laminate manufacturer.

Technical Expertise

ITW Brand Identity Division has produced more ICMA ACE certified personnel than any other holographic laminate manufacturer in the Card Market and is the only manufacturer with ACE certified personnel based globally to support customers in the Americas, Asia, and the EMEA region.

Global Manufacturing

By mid-year 2016, ITW Brand Identity Division will have four HoloLam Plus manufacturing lines in the U.S. and Europe, giving us global manufacturing capabilities for:

- Shorter lead times
- Lower freight and duty charges
- Uninterrupted supply in case of an emergency at one location

Commercial Support

ITW Brand Identity Division developed the Card Design Suite™, with Build-a-Card™ App and Card Design Kit, to promote HoloLam Plus to card designers and banks, helping card manufacturers grow their business and shorten the sales cycle.



Our team of ACE accredited experts is available to provide technical guidance throughout your card development cycle from the design phase through manufacturing and personalization.



*Patents: AU 2005245463; CA 2567380; CN 200580024555; JP 4990772; KR 101151917; MX 269440; US 7,544,266; ZA 2006/10271. Additional patents pending.

Making lasting impressions™



ITW BRAND IDENTITY LOCATIONS

- CFC Europe
- CFC International
- Coding Products
- ITW Graphics- Connecticut
- ITW Graphics- South Carolina
- ITW Veneta Decalcommo Srl
- Technopack

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