

# HoloLam Plus®

ITW Brand Identity Division's patented\* HoloLam Plus® full-face holographic laminates are used to create some of the world's most distinctive cards and can also be used to build in a variety of security features. Available in standard metallized and holographic diffraction patterns as well as custom designs, HoloLam Plus laminates are process-friendly, print-receptive, and engineered to meet or exceed ISO/IEC 7810 peel strength for secure and non-secure transaction cards. HoloLam Plus is available in a range of formats: *Classic* for EMV chip cards, *Premium* for contactless and dual interface cards, and *Advantage* to meet electro-static discharge (ESD) standards for contactless and dual interface cards.

## Exceptional Card Designs

HoloLam Plus offers a wide variety of features and combined effects in laminated sheet form, including registered and/or non-registered holographic and bright metallic images all of which can be supplied on colored, white, or clear core. This gives card issuers incredible flexibility to design unique-looking cards that differentiate their brands and generate consumer demand.

## Process Friendly

HoloLam Plus sheets are surface treated to accept offset and silkscreen printing with standard and UV inks and to withstand the standard card lamination process. To further enhance ink adhesion, a primer can be added. The holographic images are laminated into the card, making them more durable than hot stamp holograms.

- Distinctive with stylish imagery to secure brand awareness
- Difficult for counterfeiters to reproduce
- True holographic or metallic appearance
- Process-friendly with full sheet economics
- Produces durable, long-lasting cards
- ISO/IEC 7810 compliant

## Classic HoloLam Plus

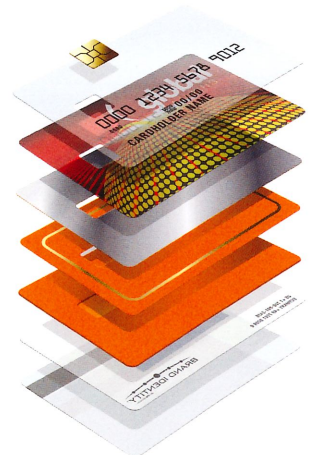
Classic HoloLam Plus, our standard full-face holographic laminate, has been used to differentiate hundreds of millions of contact and EMV chip cards worldwide for more than a decade.

## Premium HoloLam Plus

Adapted for use in contactless and dual interface transaction cards, Premium HoloLam Plus permits adequate signal strength when matched with the appropriate RFID antenna.

## Advantage HoloLam Plus

Advantage HoloLam Plus non-conductive sheets meet the new ESD informative requirements as specified in ISO/IEC 10373-1. This format works with the widest range of RFID antennae.



## Applications

- Credit Cards
- Gift Cards
- Loyalty Cards
- Debit Cards
- ID Cards
- Retail Cards

## The Brand Identity Advantage

ITW Brand Identity Division has an extensive history of developing and manufacturing innovative, high-performance, quality card manufacturing and personalization products. One of the world's largest manufacturers and distributors of card products, we have the experience, technology and resources to design, manufacture and deliver superior products and unsurpassed value—all from a single source supplier.

**Specifications**

<b>Substrates</b>	PVC, PETG, PS and other materials possible in split- or mono-core formats in a variety of thicknesses.	
<b>Colors</b>	A wide variety of custom core colors is available.	
<b>Sheet Thickness</b>	6-15 mil (152-381 micron) standard.	
<b>Sheet Size</b>	24-1/4" x 29" (616mm x 737mm) standard, untrimmed sheet without shim lines. 23-1/2" x 28" (597mm x 711mm) max. trimmed sheet.	
<b>Physical Appearance</b>	Visible Blemishes	Minimal as per product specification sheet.
	Shim Lines	None within sheet edges unless otherwise specified.
<b>Recommended Processing/ Laminating Procedures</b>	Printing	Can be over-printed using standard or UV cured silk screen and lithography inks.
	Laminating	Temperature: 260°-320°F (127°-160°C) Heat cycle: 20 min. +/- 10%, 200 psi +/- 10% Cold cycle: 20 min. +/- 10%, 300 psi +/- 10%
<b>Recommended Storage, Use and Handling</b>	HoloLam Plus shelf life is directly related to the storage conditions. ITW Brand Identity Division recommends that HoloLam Plus sheets be stored in a controlled atmosphere at 60°-95°F (15°-35°C) with a relative humidity of not more than 65%. Cool, dry conditions are best when a controlled atmosphere is not available. Avoid storing HoloLam Plus sheets in direct sunlight and near open windows, heat sources, and damp areas. HoloLam Plus sheets should not be allowed to become physically wet. If long-term storage is required over 9 months, material should be polybagged and sealed.	

**HoloLam Plus Patterns**

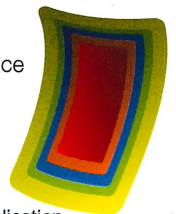
Clear	Apollo	Laserdust
Bright Silver	Aurora	Lotz of Dotz!
Silver Rainbow	Brushed (horizontal)	Shards
Bright Gold	Brushed (vertical)	Wave (diagonal)
Gold Rainbow	Cepheus	Wave (horizontal)

**NOTES:**

1. All orders are subject to minimum order quantities.
2. To obtain a balanced package and prevent curl, bowing, or torquing in finished cards, we recommend applying polyester film to both sides of the card. If only one side of the card design requires a metallized or diffraction surface, the opposite should have a matching clear polyester sheet. Both front and back laminated sheets must be purchased from ITW Brand Identity Division.



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.



**Disclaimer Notice:** Information given herein is approximate and adjustment may be required to adapt materials for use in your specific application. The information presented is a result of careful and extensive research. However, since the actual conditions under which the materials may be used are beyond our control, no warranty of any kind, expressed or implied, concerning the use of the products is made.

\*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 Decalcomomme Srl
- Technopack

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