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## **CARTES 2014 – Printcolor presents five new product lines for card systems**

Printcolor, the Swiss manufacturer of printing inks and security features for card systems, will present five completely new product lines and numerous specialties at the CARTES international card exhibition from November 4 – 6, 2014 in Paris. Manufacturers of bank and identity cards will find new innovations such as neutral color IR-absorbing inks, functional UV coatings and many new security features.

### **IR-absorbing neutral gray as a screen printing ink and film**

After a labor-intensive development process, the highlight under the products being launched is the new age screen printing ink for manufacturing transparent cards used in teller and vending machines. "Our development team has successfully overshot all previous quality standards", says Peter Paul, Head of the Security Ink Department at Printcolor, with delight. "As an IR-absorbing coating, the neutral color and highly transparent *spectraCARD LM Neutral Gray* provides card designers with attractive design options to create customized color nuances." These color options can be reliably and easily created using classic screen printing – either full-surface or partial.

Furthermore, neutral gray is no longer only available as a screen printing ink, but now also under the label *spectraFILM* as an IR-absorbing pre-lam. *spectraFILM* is an inexpensive alternative to other known films. *spectraCARD LM Neutral Gray* and *spectraFILM* both comply with all IR-absorption norms and have the formal approval of the independent testing institutes Fogra in Germany and Eclipse in USA.

### **spectraIDENT UV for long-lasting identity cards**

Very intriguing for manufacturers of identity cards is the newly developed concept of cross-compatible inks for long-lasting identity cards. The system is comprised of a combination of well-coordinated offset, screen and flexo printing inks. All of the *spectraIDENT UV* ink series are fast curing when exposed to low level UV radiation, and are now also suitable for active lamination.

In contrast to the common printing inks suitable for passive lamination, which can only withstand high temperatures involved in the card layer pressing process, the new *spectraIDENT UV* system inks actually actively contribute to the adhesion between the layers. This concept, which has already been tried and tested by the *spectraCARD UV* series for PVC cards, is now also available for polycarbonate material groups.

### **spectraCOAT UV to increase card durability**

Polycarbonate is the most suitable material for high-performance cards, and is being used with increasing frequency for the manufacture of personnel ID cards, driver's licenses, national ID cards and other objects with especially long lifecycles. One disadvantage with polycarbonate is its low resistance to rubbing and

scratching. Under the brand name *spectraCOAT UV*, Printcolor has developed a new UV-curing coating, which increases the mechanical resistance of polycarbonate films many times over, and also protects the card against damage caused by aggressive chemicals.

Particular emphasis was placed on the resistance to hand perspiration, which, according to the latest findings of the Fogra Forschungsgesellschaft Druck e. V. in Munich, is a key factor for premature wear to the card system. All coatings in the *spectraCOAT UV* product line are extremely quick-hardening when exposed to UV, and can be applied using rotary screen printing and Flexo Coating units. There are two basic types of coatings with differing focuses: maximum scratch protection or optimal embossing capacity.

The coatings can also be given antistatic or even long-lasting antibacterial properties. The special *spectraCOAT UV Micro-E* coating is a component in a Printcolor method for embossing holographic security elements directly from the laminating plate.

### **Laser-writable coating for PET and PC films**

New in the Printcolor film product series is a coating for PET or PC films with a laser-writable property. "What makes this a world premiere is that the laser marking remains completely invisible under normal light conditions and cannot be seen until viewed with an infrared camera," explains Peter Paul.

The required infrared technology is readily available as the standard for conventional test units, or in the form of an IR barcode reader. Inexpensive technology, which can be mechanically or visually assessed, and enables the inclusion of silhouettes or other variables and serial information in ID cards, without additional costs.

### **Expanded series of *spectraCRYPT*® security features**

The expansion of the modular line of security building blocks in the *spectraCRYPT*® series will be launched at the CARTES 2014 exhibition with new taggants and related detection technology. The unique basis for this is the availability of 14 different OSI printing inks by Printcolor, which produce an obvious color change by changing the viewing angle. This clearly visible color change serves as an initial security feature and can be recognized without using any aids.

The forensic security is provided by the integration of customized taggants based on active material in photonic crystals. These customized taggants can be recognized with various spectrometers in field operation or stationary. The complete system provides exceptionally high thermal stability and has the highest blue wool rating of 8. Therefore, this Printcolor technology is ideal for safeguarding public documents subject to the utmost demands on durability and lifespan.

### **About Printcolor**

Printcolor Group is a medium-sized owner-managed Swiss family company of the printing industry. Printcolor develops, produces and sells high quality printing inks and coatings in four business units: Electronics, Graphic Arts, Security and Technology. The company is specialized in screen printing, pad printing and flexo printing.

## PRESS RELEASE



Based on its 80 year old history, the company stands for high performance printing inks from proven Swiss quality.

Printcolor serves its customers with 100 employees in four locations in Switzerland, Germany and China. The products are distributed through a global network of sales partners. For further information, please visit [www.printcolor.ch](http://www.printcolor.ch).

### **Media Contact**

[communication@printcolor.ch](mailto:communication@printcolor.ch)

Phone +41 56 648 85 63