



Guide to Security Labels

Security labels deter tampering, defeat counterfeiting and protect consumers.

Mactac's tamper-evident security labels improve product authenticity while reducing theft and fraud.

CHALLENGE: Counterfeiting and product tampering deprive corporations and governments of revenue while threatening brand integrity. And, they pose risks, some life-threatening, to public health and safety.

These violations are widespread and growing. Trade in counterfeit and pirated goods has risen steadily in the last few years and now stands at 3.3 percent of global trade, according to a new report by the OECD and the European Union's Intellectual Property Office.

In fact, the report estimates that the value of imported fake goods worldwide -- based on 2016 customs seizure data -- is as much as USD 509 billion. That's up from USD 461 billion or 2.5 percent in 2013. Worse yet, these numbers don't include domestically produced-and-consumed fake goods, or pirated products distributed via the Internet. That means counterfeiting numbers are even higher. And, technology is helping that illicit market to grow.

Fortunately, Mactac's technology is helping combat the problem. Read on


Already understand the challenges of counterfeiting and tampering?

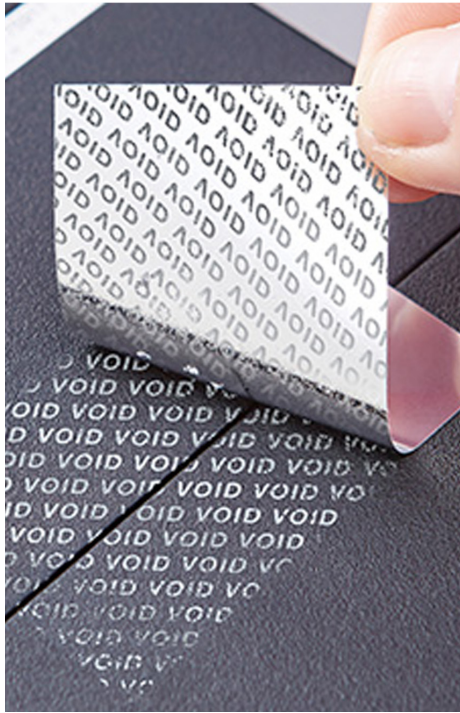
Skip ahead to learn how Mactac is working with printers, converters and OEMs to supply security labels that protect products and the public.

- | | |
|----------------------------|--------|
| • Security Label Solutions | page 2 |
| • Label Types | page 3 |
| • Security Labels in Use | page 4 |
| • FAQs | page 5 |
| • Product Portfolio | page 6 |
| • Learn More | page 7 |

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SOLUTION: Security labels create a single or multi-layered defense against counterfeiting, tampering or other criminal activity. They can be used for authentication, theft reduction, protection against counterfeiting and piracy, increasing privacy, warranty validation, and keeping an area secure. Use can be simple or advanced. Labels may be intentionally obvious to provide visible evidence to a consumer that the product has been tampered with. Or labels can be concealed so only informed parties can detect the difference between real and counterfeit goods. Examples include:

Tamper-evident Security Measures – A cost-effective, basic means of improving product security, tamper-evident security labels make consumers aware that a product or enclosure has been accessed when it shouldn't have been. Security labels include those that irreparably break upon removal attempts or permanent adhesives that leave behind residue.

Printed Security Measures – Very small or hidden codes may be printed onto labels but require significant magnification or other methods to detect. Some organizations use decodable, hidden graphics generated by closely protected software. Absence of these graphics indicates a counterfeit product.

Taggant Security Measures – Companies may mark products by inserting difficult-to-obtain materials into adhesives or topcoats. The material's presence or absence must be detected by forensic methods. The limited nature of taggant materials makes them tough to duplicate.

Ink-based Security Measures – Sometimes adhesives and facestocks contain no security measures, instead specialized inks are used. Two examples are iridescent ink that changes color based on viewing angle or thermochromatic ink that changes color based on temperature.

Mactac offers a range of security labels to address any product where tamper evidence may be required. These include food packaging, health and beauty products, consumer electronics, asset labels, security seals, product-warranty labels, product warning labels, automotive VIN labels and pharmaceutical box seal labels and more.



Available Label Stock

Tamper-Evident Void Label - Tamper-evident labels are made from top-coated white, clear and chrome polyester film with an underlying "VOID" pattern. When the label is removed, the VOID pattern underneath remains. The label cannot be resealed or reused.

Destructible Label - Made of vinyl material that rips and tears apart easily, these destructible labels cannot be removed in one piece. The strong adhesive and easily fragmented material make it difficult to remove the entire label; pieces are left behind. Mactac Lintec offers destructible vinyl labels in white, clear and sparkle silver top-coated vinyl.

Non-Vinyl Destructible Label - Mactac Lintec LTCNVP50 has a unique balance of high-tensile strength with low internal strength making it easy to convert on press, but extremely difficult to peel off or remove once applied. Upon attempted removal, the material fractures easily, causing irreversible damage and preventing subsequent re-application. Mactac offers this stock on 2-mil white, and clear destructible non-vinyl film.

Non-Residue Security Label - When the label is removed a concealed "Void" image becomes visible on the facestock but leaves no adhesive residue when removed from applied surface. We offer this product on a 1.5-mil top-coated gloss clear, red or blue polyester.


Fluorescent Void Label - A black light is needed to reveal the invisible ultraviolet fluorescent "Void" image and provide product authentication. Mactac offers this product on a 2-mil white polyester.

Breakaway Label - The label has a black over-print on the adhesive side that hides information underneath. Once this face paper is peeled away it cannot be reapplied. With information legible through the poly layer, the recipient knows whether someone has seen the personal or private information prior to its arrival.

Holographic Label Stock - The prismatic effect of these labels increase visibility, prove product authenticity and deter forgery or duplication. The iridescent holographic foil on the label makes it difficult to duplicate. Hologram labels are commonly used product for Brand Authentication, and Brand Promotion.

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Security Labels in Use

You have probably seen many security labels over time and you just didn't realize it.

Commonly used, simple applications for security labels include food, health and beauty, pharmaceutical and other packaging types to discourage or make obvious any tampering. Durable goods such as automobiles, appliances and more receive "void" labels to identify tampering. Spirits, luxury good and pharmaceuticals use some of the most advanced anti-counterfeiting, security labels.


For example, gas station pumps may have "void" labels adhered to the payment system enclosure so that any attempt to open the door would results in obvious tampering evidence. Similar labels are also used to seal off restricted areas in airline cabins.

Watch, calculator and clock packaging use security labels to certify original, not pirated, product.

2018 FIFA World Cup memorabilia had holographic labels to certify official product. Drivers' licenses are being authenticated with security label practices. And the uses are still being explored.

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FAQs

Q. When should I use a destructible or “void” label?

A. We recommend that destructible label material be used for smaller labels and for applications that require some outdoor durability. Void labels are best for larger sites and high-temperature applications.

Q. Do the terms, “destructible”, “tamper-evident”, “tamper-proof” and “tamper-resistant” mean the same thing?

A. For some these terms are interchangeable. However, “destructible” means that the label breaks into tiny pieces upon attempted removal. “Tamper-evident” labels are either destructible or show a “void” pattern upon removal.

“Tamper-proof” and “tamper-evident” are equivalent terms.

Meanwhile, “tamper-resistant” labels can help stop a vandal from altering the information on a label. They could be labels that show the “Void” imprint in the label to deter the vandal or they could have an aggressive adhesive that is hard to remove.

Q. Does Mactac require a minimum amount per order?

A. Mactac’s standard minimum order is a master roll by 2,500’. We offer some products (silver void and white destructible) on our precise program by 2,500’ so that you can order any width by 2,500’ to accommodate smaller orders.

Q. Does Mactac have tamper-evident products that meet the European Falsified Medicines Directive?

A. Mactac has a range of labeling solutions to support pharmaceutical companies in improving patient safety through secure and tamper-evident packaging. These solutions offer an easy route to achieving full compliance with the European Falsified Medicines Directive on packaging for prescription drugs and over-the-counter medicines.

Q. How does the converting capability of the non-vinyl destructible products compare to traditional vinyl?


A. Our non-vinyl destructible material has a 50% higher tensile strength than conventional destructible vinyl and has low internal strength once the label stock is applied to the surface. This unique balance makes it easy to convert on press, but significantly harder to remove post application.

Q. What are some tips to apply VOID labels to products that help prevent the label from triggering its security safety layer prematurely?

A. We usually recommend using tweezers with a narrow tip and fluorine or Teflon coating. Or we can add a back slit on the liner and remove the half first and apply it and remove the other half. Void and destructible labels are not designed to be repositionable.

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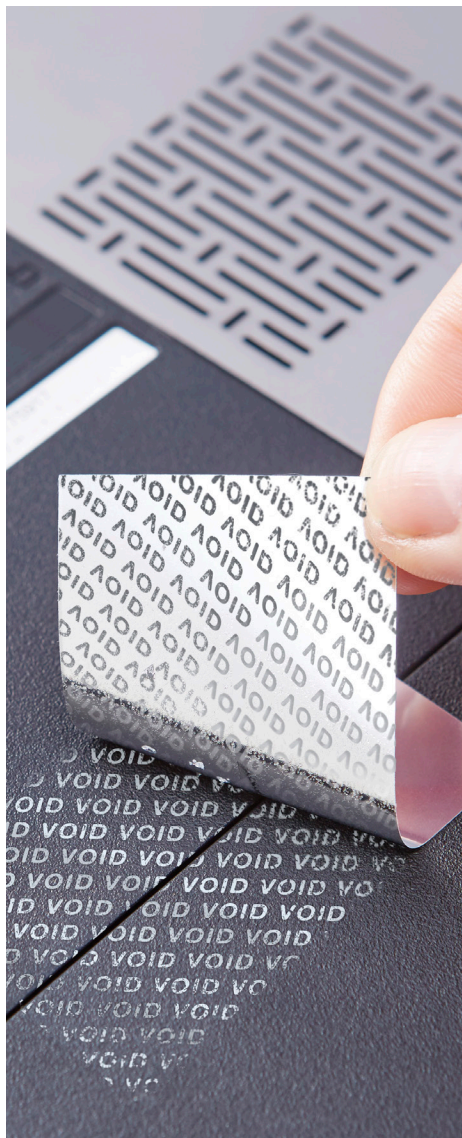


PRODUCT PORFOLIO				
Part Number	Facestock	Adhesive	Release Liner	Type
LTC01912	2.0 mil White VOID Polyester	Acrylic	50# White Glassine Paper	VOID
LTC02573	2.0 mil Matte Silver VOID Polyester	Acrylic	50# White-Glassine Paper	VOID
FJD6914	2.0 mil Bright Silver VOID Polyester	Acrylic	50# SCK	VOID
LTC01571	1.5 mil Clear VOID Polyester	Acrylic	60# Blue Glassine Paper	VOID
LTC01573	1.5 mil Red Gloss VOID Polyester	Acrylic	60# Blue Glassine Paper	Non-Residue VOID
LTC01574	1.5 mil Blue Gloss VOID Polyester	Acrylic	60# Blue Glassine Paper	Non-Residue VOID
LTC01904	2.0 mil White VOID Polyester	Acrylic containing fluorescent dye	60# Blue Glassine Paper	Fluorescent VOID
LTC03150	2.0 mil White Gloss Destructible PVC	Acrylic	50# White Glassine Paper	Destructible Facestock
LTC03600	2.0 mil Clear Gloss Destructible PVC	Acrylic	50# White Glassine Paper	Destructible Facestock
LTC03503	2.0 mil Silver Sparkle Destructible PVC	Acrylic	50# White Glassine Paper	Destructible Facestock
LTCNVP50	2.0 mil White Matte Destructible Non-vinyl Film	Acrylic	45# Blue Glassine Paper	Destructible Non-vinyl
LTCSS2010	1.0 mil Hologram Polyester	Acrylic	92# White Kraft	Holographic

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Learn More

From beginning to end, Mactac can help you through the entire security label process. Feel free to contact one of our experts at 800-255-9733.

Mactac is a leading manufacturer of pressure-sensitive adhesive (self-adhesive) products. Mactac's products are used in a wide range of markets including advertising & signage, appliances, automotive, beverage & food, building & construction, digital graphics, durable goods, electronics, RV & marine, supply chain and logistics. To learn more about Mactac's portfolio and what labels might suit your needs, call 800-255-9733 or visit mactac.com/tamper-evident

Mactac's parent company LINTEC is a leading company in the field of adhesive materials. The product lineup goes beyond adhesive papers and films to include shatter-proof window films, adhesive sheets for outdoor signs, interior finishing mounting sheets, automobile-use adhesive products, semiconductor-related tape and LCD-related adhesive product. For more information call 800-255-9733 or visit mactac.com/tamper-evident

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