

Newsletter

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Headlines

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The standard security label for the china cosmetic industry

Last year, in the context of our commercial activities in China, AlpVision took the Presidency of the "CBC Anti-Counterfeit Committee" ("全国工商联美容化妆品商会防伪技术专业委员会"). This group brings together 10,000 members of the Chinese cosmetic industry working together to fight against counterfeiting. One of the first tasks of the group was to design a security label to meet the specific requirements of the cosmetic industry and its security specifications to define an industry standard. The final label is shown on the right hand-side. It provides a simple way for brands to authenticate their products using a simple smartphone. It also supplies traceability information that cannot be altered.



EU legislation regarding tobacco packaging



The European Commission released a number of directives regarding the packaging of tobacco products, known as the "TPD 2014/40/EU". AlpVision has been involved from the beginning of the process as an identified stakeholder given our experience in tobacco product authentication technologies. We participated on May 6th in the

"technical briefing on the launch of the EU systems of tobacco traceability and security features" in Brussels. The meeting was primarily focused on article 15 which relates to [traceability](#). The company [Dentsu](#) presented its role as the repository supplier. No additional information was given regarding Article 16 which focuses on security features. AlpVision technologies comply with the general specifications given in Article 16.1, knowing that the specific security features deployed are [defined](#) by the EU member states.

AlpVision Cryptoglyph on digital presses

For over a decade digital printing has been a hot topic in the packaging industry. Brand owners constantly push converters to deliver faster and in smaller batches, requirements which are not very compatible with printing technologies such as offset, flexo, or even rotogravure. It is therefore natural to observe digital presses penetrating the packaging industry. Examples of digital press producers are HP, Heidelberg, Lambda, Xerox, to name a few. We at AlpVision very clearly witness this trend. More and more brand owners and packaging converters get in touch with us to inquire about the possibility to print our digital authentication features on digital presses. There is good news. Yes, it works. Over the past few months we have successfully qualified multiple digital presses for printing of the Cryptoglyph. This applies to all variants of the Cryptoglyph, the varnish, the dot and the solid color versions. If you are interested in using or purchasing a digital press, please reach out to us. We would be happy to guide you in your purchasing process.

