

IHMA

The International Hologram Manufacturers Association



HOLOGRAMS
the Mark of Authenticity

THE IHMA
the Mark of Integrity

Representing Quality Hologram Manufacturers Worldwide

Holograms – the Mark of Authenticity

Since their introduction on payment cards in the early 1980s, holograms have become one of the most common overt or public security features on value documents and branded goods, their presence both indicating the authenticity of these items and providing a powerful deterrent to counterfeiting.

Why? Because they work

Holograms cannot be copied by conventional reprographic means. Their effects cannot be reproduced or simulated by conventional printing or finishing techniques. The skills, technology and investment involved in their design, origination and manufacture ensures that their production is beyond the reach of most would-be counterfeiters. Even the most determined forgers will be unlikely to produce holograms that are effective and accurate copies of the original.

Holograms are also highly versatile. They can be applied cost-effectively to a wide variety of substrates and products as part of conventional printing, packaging and labelling processes. They can also be integrated with other security features and technologies to provide multi-layered authentication solutions combining overt and covert security with track and trace capabilities.

As a result, holograms are widely used on all manner of security documents including banknotes, passports and ID cards, fiscal stamps, tickets, vouchers, cheques, payment cards etc. They are also used to protect branded goods from counterfeiting, adulteration, substitution and parallel trading, featuring on many of the world's leading brands of pharmaceuticals, IT products, automotive components, luxury and consumer goods.

The IHMA - Integrity, Reliability, Security

The International Hologram Manufacturers Association, a not-for-profit membership organisation, is made up of more than 70 of the world's leading hologram companies who actively cooperate to maintain the highest professional, security and quality standards in support of their customers.

The IHMA was founded in 1993 to represent and promote the interests of hologram manufacturers and the hologram industry worldwide, offering a wide range of services and benefits to members.

One benefit is the authenticity and credibility that IHMA membership confers on its members – all of which are rigorously vetted before joining and adhere to a strict Code of Practice governing standards, business ethics, customer service, respect for and protection of customers' and competitors' intellectual property.

If you source holograms to protect your documents or brands, don't dilute their integrity and leave them and yourself vulnerable to the potentially dubious activities and standards of non-accredited, non-recognised suppliers. Make sure that you protect your investment and your security by using IHMA members only as your chosen suppliers.



Use Holograms to Protect Your Products..... Use the HIR to Protect Your Holograms

The Hologram Image Register (HIR) is a secure register of holographic images, established by the IHMA to safeguard hologram copyright and underpin the use of holograms in authentication and security printing.

IHMA members register the holograms they produce on behalf of their customers – establishing a record of who makes it, when it was first made and who is using it, benefiting both the holder of the copyright in the hologram and its user. (The HIR is not a formal copyright register but as a record of first use it can be helpful in the event of a dispute.)

IHMA members also search the HIR before making a new hologram to help to prevent the accidental copying of an image. And if there is an attempt to fraudulently copy the hologram, this will be identified through searching the Register. To date, the HIR has helped to uncover and prevent several cases of attempted counterfeiting and many users of secure holograms require these to be registered on the HIR.

The HIR is operated for the IHMA by the Counterfeiting Intelligence Bureau, a division of the International Chamber of Commerce, a not-for-profit non-governmental organization accredited by the UN. The Register is operated in absolute confidence by the CIB. Neither IHMA members nor staff have access to the Register, thereby ensuring that commercial information is not compromised.

Only members of the IHMA can register the holograms they originate or manufacture. Customers who want maximum protection for their holograms should therefore choose a supplier which is a member of the IHMA



Secure Producer Certification – a Universal Guarantee of Standards

IHMA membership and the HIR are two safeguards for the security of holograms. An additional safeguard is the IHMA Secure Producer Certification Scheme. The IHMA has teamed up with Intergraf, the European Printers Federation, to provide this scheme, which is an extension of Intergraf's security printer and security supplier certification schemes to make it easier for customers to recognise those producers that have secure premises and produce their holograms in compliance with secure monitoring and control procedures.

The Secure Producer Certification...

- operates under the auspices of the Comité Européen de Normalisation (CEN – the European Committee for Standardization) as a CEN Workshop Agreement (CWA).
- is recognised by the International Standards Organisation (ISO) and all its affiliates around the world
- covers origination, pre-press, manufacturing and finishing
- has two categories of certification – security hologram producer and high security hologram producer, differentiated by their level of premise and procedures security
- specifies one set of rigorous standards and controls, rigorously applied and regularly assessed, to provide customers with the confidence that accredited suppliers operate to the highest levels of security
- and is a universal means of enabling customers to locate hologram suppliers for high security applications

Details of hologram companies that have achieved secure certification status can be found on the IHMA website.

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The Benefits of Membership

Are you a hologram manufacturer? Your potential customers look to the IHMA to source their holograms. Indeed, most demand membership as a condition of doing business. So if you manufacture holograms but aren't a member, they won't find you.

IHMA membership will enable you to:

- Protect and promote the interests of the hologram industry
- Demonstrate your commitment to ethical business practices and quality products
- Shape the development and direction of the industry
- Benefit from the business opportunities resulting from membership.
- Convey your skills and products to potential customers
- Communicate effectively with fellow members and the market
- List yourself on the IHMA web site with a direct link to your own website.

You can also participate in the Hologram Image Register and receive help and guidance to achieve accreditation under the Secure Certification Scheme.

And included in your membership are a number of benefits including an annual subscription to the industry newsletter Holography News, a monthly IHMA bulletin, a patent information service, access to sales leads, resource materials on holography, a PR campaign on behalf of the industry to educate users on the benefits of holograms, discounts on events and reports and many more.

Contact the IHMA Secretariat for details of how to join.

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