

Dialogue



Issue 2

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Payne Cross-Feed Applicator 'Highly Commended' at 2006 UK Packaging Awards

FOLLOWING a shortlisted nomination for the Innovation Development Award for a ground breaking new applicator, Payne was highly commended by the judges at the prestigious UK Packaging Awards this September.

Normally, tear tape is applied in the direction of the web movement, but there are applications where the packaging machinery in use requires the tear tape to be applied across the width of the web. Previously it has not been technically possible to incorporate tear tape within these packaging styles, until now! Payne's technical sales and design engineering teams firstly developed a prototype cross-feed applicator. This ensured effective application across the direction of the packaging line, including tension control to guarantee consistent pick-up and release of the tear tape.

The new Cross-Feed machine received recognition at the UK Packaging Awards



because of the ability to apply pressure sensitive tear tape into cross-fed applications. This enables all the advantages of easy opening along with branding & communication opportunities, to be incorporated within new packaging styles. This major technical breakthrough was achieved as part of two projects with a paper ream company and a major food group, which have both proven extremely successful. This new technology will also benefit a variety of products for which conventional applicators are unsuitable. The potential to incorporate tear tape into products that require a cross-feed applicator is substantial and Payne believes that tear tape will now be able to be introduced by a wide number of existing and potential customers who previously felt that the option was not available to them.

Combating Counterfeiting

COUNTERFEITING - or passing-off brands - has far-reaching effects: from loss of both revenue and brand confidence for the companies that make the genuine article, to loss of tax and excise revenue for governments. Worldwide, counterfeiting is estimated to cost businesses a total of \$500bn a year - a staggering 6-8% of global trade, including goods in areas previously

considered 'safe' such as tea, coffee, tobacco and water.

One of the most effective ways of identifying counterfeit goods is to integrate security solutions into the product packaging. Payne Security's range of overt, covert and forensic technologies, combined with an established range of tear tape, label and coated film products, offer a first-class means for packaging to take on the role of protecting a company's brands.

Payne Security's overt capabilities have the advantage of being user-enforceable and are an obvious deterrent to counterfeiters. The graphic design studio works with the sales brief and uses the latest computer systems and software to incorporate sophisticated security print features to banknote standards that are difficult for forgers to replicate. These, combined with optically variable features such as

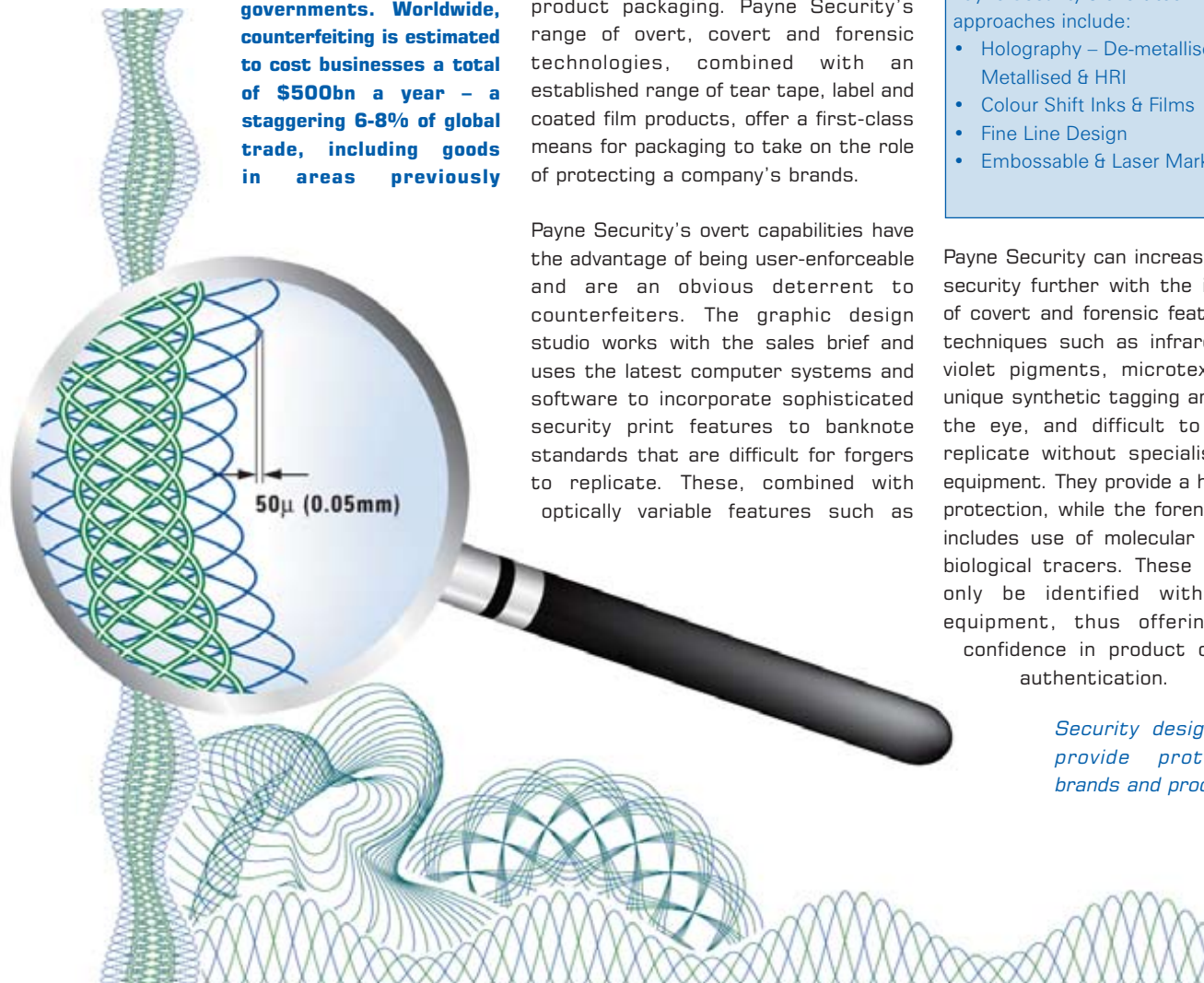
colour shift inks or holographic devices within the design, enable the product or identity document to be validated quickly and easily.

Payne Security's overt technical approaches include:

- Holography – De-metallised, Fully Metallised & HRI
- Colour Shift Inks & Films
- Fine Line Design
- Embossable & Laser Markable Films

Payne Security can increase the level of security further with the incorporation of covert and forensic features. Covert techniques such as infrared and ultra violet pigments, microtext print and unique synthetic tagging are invisible to the eye, and difficult to detect and replicate without specialist detection equipment. They provide a higher level of protection, while the forensic capability includes use of molecular markers and biological tracers. These markers can only be identified with laboratory equipment, thus offering complete confidence in product or document authentication.

Security design and print provide protection for brands and products.



Covert and Forensic technical approaches include:

- Single and Full Colour UV Inks and Print
- Colour UV Microtext Print
- Taggants
- Biological Markers and DNA Tags

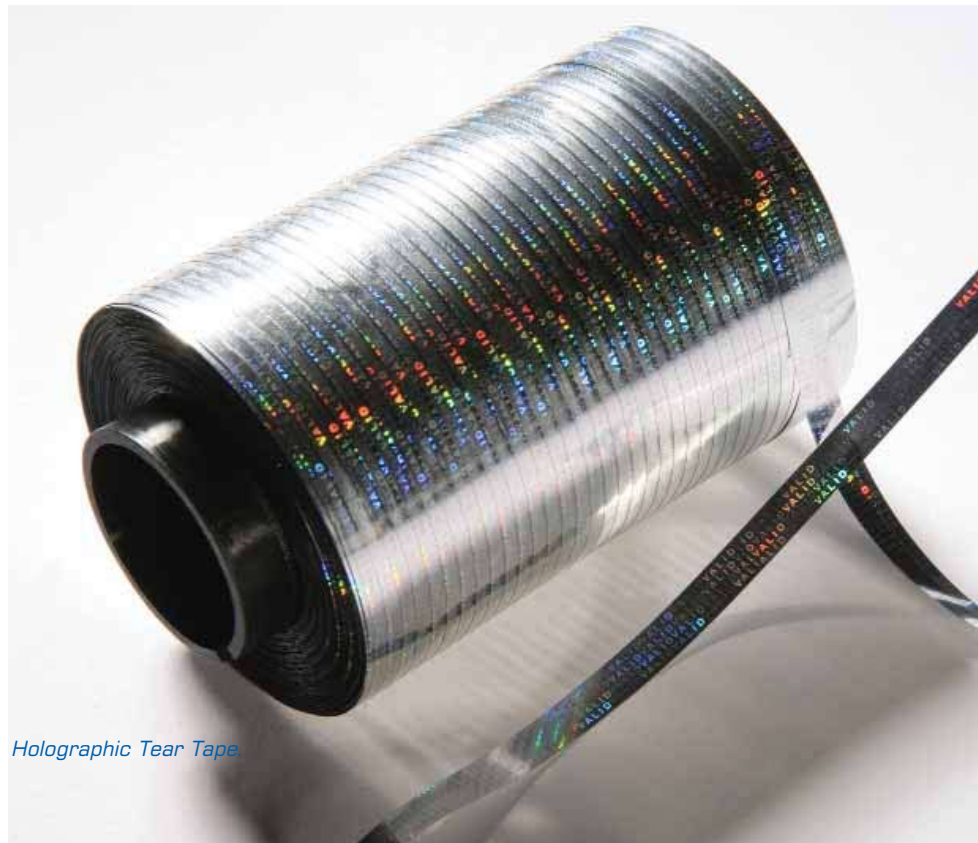
The ability to deliver this range of security technologies reliably and on a variety of different substrates and products helps position Payne Security as the partner of choice for customers. To date the majority of brand protection technologies have been supplied on tear tape, however, a range of other carriers such as labels, laminates, inks and lacquers are also available to help integrate solutions into different packaging styles. This capability has been further enhanced through the recent investment in the new security label production facility at Banbury, confirming Payne Security as a 'one stop shop' for brand protection and document authentication solutions.

This new label manufacturing facility maximises Payne Security's ability to utilise its range of print techniques that include flexo, digital and gravure. This range of printing options enables the integration of a wide range of security technologies onto labels, thereby providing multiple levels of security for protecting products from counterfeit and fraud.

Find out more on how to protect your products and documents from counterfeiting at:
www.payne-security.com



Full Colour and Black and White UV Prints.



Holographic Tear Tape



*Magicard
Tango +L*

Latest Edition to the Magicard Family

PAYNE Security Personal ID has added the latest Magicard ID card printer – the Tango +L – to its product offering.

The Magicard Tango +L is an integrated ID card printer and laminator, featuring a robust metal construction for quality printing and lamination, and long-term reliability. The machine laminates cards for increased visual security, protection against damage and extended card life.

Fast, easy to use and reliable, the Tango +L comes with standard Ethernet and USB connections for flexible interfacing, plus Plug and Play Windows driver. It also features standard and custom holographic laminates and customer HoloKote™ watermarks.

Payne Security is the Magicard Worldwide Dealer of the Year, awarded for achieving a record performance in unit sales in 2005. A long-standing relationship with Magicard has been built on strong foundations of support, loyalty and excellent customer service. Magicard printers offer both value for money and peace of mind for customers.

Secure ID Cards to Combat ID Card Fraud

FOLLOWING the acquisition of CSL Digital Print earlier this year Payne Security's personal ID business at Mold now has digital printing and a clean room environment, enabling a comprehensive range of additional security features to be easily and cost-effectively incorporated into identity cards. And, with an advanced in-house design studio, artwork designs ensure that the addition of security features do not compromise the visual standard of the cards.

ID card fraud is a growing concern with advances in everyday hardware and software technology allowing fraudsters to produce a professional-looking standard ID card. A typical ID card design is very simple – easy to produce and visually functional, yet these benefits and simplicity also make it easy to forge.

As a result, many companies are beginning to question how secure they really are. People assume an ID card is legitimate

because of its very existence. Due to this, the brand integrity of an organisation can be severely compromised if its ID cards are counterfeited and misused.

The onus is therefore on companies to beat the counterfeiters by taking their own ID cards to the next level and the solutions offered by Payne Security make security features integral to the ID card design. These security technologies have been developed from the company's worldwide experience in protecting brands and documents such as passports, and are now available to increase security within ID cards.

The range of anti-counterfeit and authentication technologies available includes features such as Guilloche patterns and fine line designs, familiar from their use on bank note production; UV print and microtext solutions that are only visible under Ultra Violet light and magnification respectively. Optically

Variable Devices such as holograms or colour shift inks can also be added to provide instant verification and additional security to help beat potential fraudsters.



Secure Card features.

Integra™ Security Overlays

Payne Security's newly developed Integra™ Security overlays were officially launched at Intergraf 2006, bringing all film solutions for the document authentication market under the Integra™ brand.

The range of Integra™ security overlays are used around the world to help secure, protect and authenticate passports and national identity documents. Payne Security's extrusion coating and print facility enables films and adhesives to be combined according to the unique specifications of the ID document and can be provided with a variety of overt

and covert features available from the Payne Security technology toolbox.

Integra™ SF transfer overlays offer ultra thin film protection together with a new adhesive. Developed especially for the passport market, these exceptionally thin films are only 4.5 microns thick and provided on a carrier substrate for ease of placement within the passport book. Once laminated the Integra™ SF carrier is easily peeled off using the unique Tab lift system, leaving only the ultra thin film and thus avoiding any potential damage to the overlay.



Specialised Document Authentication.

Integra™ UF security overlays use optimum clarity base films from 23 microns combined with a variety of complex co-polymer heat activated adhesive coatings to support and protect the passport bio-data page and ID card core information.

Securing High-Profile Events

PAYNE Security's expertise in document authentication and personal ID has been highlighted by the increase in the number of its products specified by the international venue and event industry to provide effective and secure identification. High-profile events include The Grand National, Ryder Cup, 2002 Commonwealth Games and a recent international winter games event.

Terrorist threats, rising anti-social behavior and new legislation have all led to increased demands from games organisers for more sophisticated security solutions, and document authentication is one of the first

essential steps to ensure sufficient protection from unauthorised personnel during the accreditation process.

Payne Security's Integra™ laminates can provide combinations of security technologies. Overt features such as a sophisticated security print, transferable inks and optically variable devices, including holographic labels can all be used to ensure that passes are highly secure and visual for instant authentication. They can also be combined with a range of covert or forensic technologies for multi-level security within the overall ID pass.

In addition, Payne Security's powerful

IDPro software, range of accessories and comprehensive card production services enable venues and event organisers to control and monitor when staff, visitors, contractors and suppliers enter and leave a site, as well as identifying them while on site.

The 2006 Grand National pass.



Payne Reinforces Stationery Strength

THE strength and versatility of Payne's tear tapes have been confirmed with increasing interest from the stationery industry regarding its use to protect punched holes on paper, parcel tags and file dividers. Payne's tapes already have an established reputation for reinforcing weaker areas of cardboard or corrugated packs and it is this capability that is winning it new customers.

Tear damage is a significant problem for punched holes without some form of reinforcement, and the most familiar method of achieving this is for the

consumer to add a self-adhesive circle. Stationery manufacturers are now however recognising the benefit of selling their products with built-in reinforcement as an added-value feature.

Using Payne's self adhesive tape for reinforcement is ideal because it can be easily applied at the point of manufacture, enabling manufacturers to incorporate a reinforcement solution into their existing production line, quickly and cost effectively. One company that has benefited from this approach is Italian paper manufacturer Cartiere Paolo Pigna, for whom Payne has provided integrated reinforcement of punched holes on individual sheets of paper.

Cartiere Paolo Pigna turned to Payne to devise a suitable solution that could provide the necessary durability but which could be integrated with its production

line. With ease of application paramount, Payne established that an 18mm 40µ tape wound on 10km reels best matched the average length of Cartiere Paolo Pigna's reels of paper ensuring that changeovers can be conducted simultaneously, minimising waste and downtime.



Tear tape used to provide reinforcement of punched holes on its products.

Rippatape Provides an 'Open and Not Shut' Case



Payne's SRP solution.

THERE has been a growing interest in the use of Rippatape™ – Payne's easy opening system for the boxboard industry – as part of shelf-ready packaging (SRP) solutions. Retailers are increasingly looking to

SRP as an effective means of ensuring that stock is quickly transported from warehouse to store without compromising on-shelf appearance.

One of the key areas of concern is the speed and safety with which SRP solutions can be converted from transit cases to display trays. This aspect has led many corrugated manufacturers to look at Rippatape. The tear tape is applied during board manufacture to enable an integral opening device that can be opened in seconds, leaving a clean cut finish to maintain an attractive on-shelf appearance.

Rippatape is produced from monoaxially-orientated polypropylene and is coated with a pressure sensitive water-based adhesive for good board adhesion. An extensive range of tear tapes are available to suit most applications and board grades, including solid red and white colours, printed red chevron, and customised printed designs for promotional campaigns and brand messages. And, as Payne manufactures its own range of applicators, customers also benefit from a delivery system tailored to their production.

Barrier & Thin Films Breakthrough

WITH a growing demand from a number of customers, Payne has achieved an important breakthrough in its extrusion coating capability with the production of extremely thin layers, enhancing its ability to create bespoke multi-layered coated films for unusual applications.

Payne's Banbury site is working on a number of development projects for niche industrial applications. In each case, the brief required the production of thin extrusion coated layers, to ensure that when built up into a multi-layer film, the final product met the challenging thickness requirements.

Payne has used its extensive knowledge of coated film and complementary web handling expertise, with that of its raw material suppliers, to achieve coating thicknesses as low as 6 microns on a coating line originally specified to coat no less than 20 microns. The technology is also being developed further in order to support advances in multi-layer films for industrial applications.

Barrier solutions are also being developed under a number of projects for Payne coated film with durable, flexible structures with low permeability to moisture and certain gases under development. In each case, the end product needs to survive hostile environments over an



Banbury slitler.

extended lifetime, and in some cases years.



Payne (ISO9001:2000 accredited), design films to robust quality standards - consistency is vital to ensure total protection - any flaw caused during manufacturing or application can seriously compromise the barrier properties. As such, Payne tests a variety of film and coating technologies with extrudable resins to determine the optimum combination for each application. The final film created is appropriate to the application and budget.

As a company Payne is serious about working in partnership with other like-minded manufacturers to develop innovative niche products that require extrusion coating technology.

Extrusion coating.

Reader enquiry fax back form

If you would like to learn more about our products please tick the relevant boxes and fax back to us on: 0115 975 9001 and one of our sales team will contact you.

Payne information:

- Coated Film: Contract Coating Trade Print Finishing Graphics Office
- Tear Tape: Easy Opening Branding & Communications Brand Protection

Payne Security information:

- Brand Protection Document Authentication Personal ID

Please fill in your details

Name:

Job Title:

Organisation:

Address:

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Postcode: Telephone No:

Email:

More information about our products can be found on our websites:
www.payne-worldwide.com www.payne-security.com