

Digital Printing Security Solutions, Best Practices



Kodak

Your brand is your most valuable corporate asset. Protecting it from fraud and counterfeiting has become a strategic imperative in an environment where digital technologies make it easier than ever to duplicate or falsify any type of product. Fraudulent activities such as duplicating coupons, offering counterfeit goods, or misusing brand names and logos on packaging or marketing materials can inflict real damage to both your profitability and your brand equity.

One way to protect your brand is to employ new digital print features that can help protect and secure your brand and marketing promotions against fraud and counterfeiting. Being aware of the security concerns that should be on your radar—and your options for addressing them—have become key issues in companies of every size. Many of these concerns can be ameliorated with digital printing applications and solutions that give you the control to limit and actually prevent fraudulent acts.

Why use security features?

Security infringements have not only financial but brand implications. A brand can be negatively impacted by counterfeit and copycat activity. To protect both your brand and your reputation, take the time to audit your approach to protecting these assets. Security solutions should be part of the plan for all marketing communications, promotions and materials.

Would you know if your brand was the victim of fraud?

We call it fraud when the brand is the victim of false representation or unauthorized duplication. In print applications, fraud can be as simple as reprinting or duplicating an offer or promotion, or as complex as tampering with expiration dates, product qualifiers, geographic limitations, intended audience, and currency limitations. Every type of exposure can have a severe impact on future promotions, finances, brand reputation and customer relationships.

Prevent infringements by using digital printing solutions to add deterrents. *Tangible solutions* are printed in open view for detection, making it obvious to counterfeiters that you are protecting your brand.

The use of barcodes, QR codes, serial numbers, dimensional printing and variable data make it more difficult for fraud to occur, and can prove to be effective impediments to fraudulent activities.

Intangible solutions are not visible with the naked eye, making them extremely difficult to duplicate. Intangible printing methods include watermarks, microprinting, UV and fluorescing inks, and hidden QR code data that links to processing equipment that generates fraud alerts or secondary redemption attempt notifications.



The many faces of secure digital printing options

Innovative digital printing technology enables the use of a number of security options that can be employed individually or in conjunction with one another.

Security/Red Fluorescing Inks

The ability to print inks that are fully visible only when illuminated with UV or red fluorescing light sources is an excellent way to add a security feature to printed output. These virtually invisible inks also support workflow automation and tracking when an appropriate barcode reader is used to detect the latent image.

Clear Inks

A variety of clear ink solutions can be used to add a 3-D or dimensional texture to a printed piece, to add watermarks, or to provide a full-gloss coating. All of these options can protect a document from being tampered with or prevent it from being copied.

MICR (Magnetic Ink Character Recognition) Printing

This security feature is commonly used in the financial sector for check redemption programs and processing, where the magnetic ink enables reading and automation of the printed document.

Micro Printing

The ability to print 1-point type that is not legible without a loupe is a common feature used in finance, healthcare and insurance documents to prevent duplication. It becomes especially powerful when embedded with variable data unique to each document. For example, the signature line on a redemption check could be micro-printed with the recipient's name, redemption amount and expiration date.

Variable Data Printing

From serial numbers, to names, to account IDs, geocodes, and expiration dates, variable data provides another tool that can be used to limit, track and authorize either the use of a printed piece itself or the transaction it represents.

Substrates

The use of specialized substrates with built-in security features or textures that make it difficult to duplicate is another way to add security to printed output.

Workflow and automation

Security solutions are often used to manage workflow automation and tracking. Serial numbers, barcodes, QR codes, and data components such as member identification, are all examples of digitally-printed elements that can provide security.

Implementing digitally-printed security can be as simple as adding a latent red fluorescing image or symbol to a high-priced admission ticket to be sure the ticket presented for redemption is an original. It can be as sophisticated as printing a visible or red fluorescing barcode that is scanned at time of redemption, providing a real-time link to an automation system to confirm that this is the only redemption for that person/serial number. It may also be used simply to track the path or location of a document, and providing real-time status of its activities to date.



Red fluorescing ink is fully visible only when illuminated with UV or red fluorescing light, making it an effective authentication tool.

Segments and applications

Digital print can be used to integrate security solutions into marketing materials and documents across a wide range of segments:

Finance

Checks, promotions, certificates

Healthcare

Membership ID, certificates, communications/statements

Travel/Leisure/Entertainment

Admission tickets, redemption coupons and offers, lottery and gaming applications

Retail

Offers with ROI tracking, sweepstakes, membership promotions and vouchers

Government

Checks, ballots, certificates and sensitive documents



Red fluorescing ink can be used to deliver variable data promotional offers. Since the offers are both virtually invisible and different for each recipient, they are extremely hard to duplicate or falsify.

Conclusion

The ability to use digital printing to add security features to your marketing materials and printed promotions is an effective way to help you protect your brand and your reputation. Kodak's broad portfolio of digital printing solutions offers security options that address a wide range of needs, from brand protection, to fraud, to tracking and auditing.

Security Feature	Kodak Digimaster Production Platform	Kodak NexPress Digital Production Color Platform	Kodak Versamark Printing Systems	Kodak Prosper S-Series Imprinting Systems	Kodak Prosper Press Platform
Barcode/QR Code	Yes	Yes	Yes	Yes	Yes
Variable Data Print (Name, serial number, dates, etc.)	Yes	Yes	Yes	Yes	Yes
MICR	Yes	Yes*	Yes		
Micro Printing	Yes	Yes	Yes	Yes	Yes
Red Fluorescing/UV		Yes	Yes		
Clear Ink Solutions (Watermark, Dimensional Printing)		Yes			

* MICR capability is available on **Kodak NexPress** SE3000 and SX3300 Digital Production Color Presses.

To learn more about solutions from Kodak:

Visit graphics.kodak.com
Or in North America, call +1-800-336-8868.

Produced using **Kodak** Technology.

Eastman Kodak Company
343 State Street
Rochester, NY 14650 USA

©Kodak, 2011. Kodak, Digimaster, NexPress, Prosper and Versamark are trademarks of Kodak.

Subject to technical change without notice.

U.DP.270.0311.en.01

Kodak

It's time for you **AND** Kodak