

# Kodak

## Traceless

### Color Shifting Ink



### Twice the protection, same easy process

Give your products and packages a double layer of protection with one simple step. **Kodak Traceless** Color Shifting Inks add a simple, yet effective, layer of overt authentication to your packaging. **Kodak Traceless** inks make it easy for anyone—sales rep, retailer, pharmacist, or consumer—to quickly check a product package for authenticity.

Simply change the viewing angle on the “security spot” and if the color changes, you can be confident the product is real. And when irrefutable evidence is needed, the ultra-covert **Traceless** Markers embedded in the ink provide definitive authentication.

**Traceless** Inks are made with security pigments developed specifically for anticounterfeiting applications. The platelet shaped pigment particles produce unique viewing angle-dependent color shifts that make it easy to determine if an item has been forged using color photocopying, conventional printing, or decorative pigments.

Available in multiple color pairs, **Traceless** Color Shifting Inks provide a robust overt security feature that deters counterfeiters and tells your customers that you are fighting back against the global threat of counterfeiting.

### Backed by ultra-covert protection

Of course, there are times when even the best overt feature requires a covert back-up. That’s why we add **Kodak Traceless** Markers to our color-shifting inks. Proprietary **Traceless** Markers are detectable only by handheld **Kodak Traceless** Imaging Readers. The award-winning **Kodak Traceless** System for Anticounterfeiting is a powerful, ultra-covert authentication solution:

- **Kodak Traceless** Readers are precision built for reliability, durability and accuracy
- Ideal for fast, easy, non-destructive testing in the field or just about anywhere
- Compatible with other layers of overt and covert product security
- Secure, closed-loop product distribution and tracking

### Two layers of protection, one easy step

To give your products or packages the benefits of two powerful layers of anticounterfeiting protection, all you have to do is work with Kodak to pick a security spot for the color pair of your preference, and Kodak support resources work with your printer to do the rest. **Kodak Traceless** Color Shifting Inks are manufactured as press-ready formulations that drop into almost any flexographic printing process, taking the guess-work out of the printing step and assuring that you get the overt and covert protection that you need—every time.



Simply change the viewing angle on the “security spot” and if the color changes, you can be confident the product is real.

Global manufacturers are already using the **Kodak Traceless System** to protect their products and their customers in applications that include: pharmaceuticals, cosmetics, apparel, electronics, and others. Combined with **Traceless** color shifting inks, the system delivers a powerful one-two punch against counterfeiting and fraud. So don't just tell your customers you are protecting them from harm, show them, with **Kodak Traceless** color shifting ink, available in multiple attractive color pairs.

## Graphic design flexibility

An alternative to a security spot is a semi-visible image that can be printed over the label graphics to provide the trained observer a clearly visible, but muted, color shift effect. This is enabled by the unique translucent quality of these inks. This effect can be easily integrated into the overall package design and still provide a visual authenticity check. An advantage is that such a security feature does not take up valuable space on the label or package.

## Built on a continuing legacy of innovation

The **Kodak Traceless System** is backed by the resources of one of the world's most respected brands, one built on a century of leadership in materials science, imaging science, and easy-to-use, sophisticated technology; a powerful R&D capability; and a worldwide service and support organization.

For more information about the **Kodak Traceless System**, or to learn how Kodak can develop a brand protection solution for you, contact Kodak at: [traceless@kodak.com](mailto:traceless@kodak.com).

## Product specifications

Minimum color shifting ink area:	Minimum of 0.25" x 0.25" (6.5 mm x 6.5 mm). Ideal layout for color shift area is along vertical plane of label or package.
Recommended printing method:	<ul style="list-style-type: none"> <li>Flexographic printing process with UV curing station</li> <li>Anilox roller with a BCM of 8-12</li> <li>Ability to apply a varnish top coat over the color shifting ink to maximize its effectiveness.</li> </ul>
Graphic design:	100% solid or high-contrast design with color-shifting area at least 60% solid.



Sample Label

### To learn more about solutions from Kodak:

Visit [www.kodak.com](http://www.kodak.com) or in North America, call +1-866-563-2533.

Produced using **Kodak Technology**.

Eastman Kodak Company  
343 State Street  
Rochester, NY 14650 USA

©Kodak, 20013. Kodak and Traceless are trademarks of Kodak.

Subject to technical change without notice. Color-shifting effects and colors in examples simulated.

U.S.S.003.0713.en.01 (K-184)

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