**DuPont Izon**

**DuPont Authentication**

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**Key Product Advantages.**

- **Clearly visible, unique 3D security features**
  Make product authentication simple and intuitive for the entire value chain. DuPont’s copyrighted 1,2,3,4 dot validation makes it easy to verify full parallax 3D.

- **Bright holographic red security icon**
  To enhance quick authentication, a clearly recognizable holographic red image is built into the label.

- **Deep Image**
  This feature is extremely useful for field verification by the brand protection team and enforcement agents. Using a point light source (ie, flashlight), a semi-covert image becomes visible “floating” in the background.

- **Disappearing Image**
  This unique, highly secure feature is very easy to communicate to the entire value chain. When the label is viewed at an angle, the primary image completely disappears.

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**Optional Features**

- **Multi-Angle text**
  An excellent branding option. When rotated 90 degrees, the primary image disappears and custom defined text will appear against a solid background.

- **Transparent**
  A great option where product/package labeling space is limited. Allows application of Izon® directly over printed text, bar codes, or other images.

- **Motion**
  Add marketing appeal by including moving image features when the label is tilted.

- **Secure serialization**
  Random or sequential serial numbers printed on each individual label allows for additional authentication and advanced tracking using our Traceology® eVerification system.

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**Patented DuPont technology defeats attempts to duplicate**

The unique features of Izon® are made possible only through DuPont’s photopolymer technology.

This enables you to have the most secure overt authentication device available in the market.

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**Let our experts help you:**

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