

# CCL LABEL

[www.ccllabel.com](http://www.ccllabel.com)

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SECURESHIFT™  
TECHNOLOGY

## A Unique Solution in Product Security

CCL Label offers its customers **SecureShift™ Technology**, a new overt colorant that offers the brand owner unparalleled options in creating effective product security programs.

**SecureShift Technology provides for the secure packaging of products through immediate authentication, flexible aesthetics, and ease of application.**

### Color Shift Effect Based on Light Interference Technology

SecureShift Technology consists of ultra-thin, multi-layered micro flakes that have a unique structure, which provides a color shift appearance when viewed from different angles. The color shifting effect is generated when the material's layered construction causes interference of light waves.

Good examples of this phenomenon can readily be found in nature, i.e., color of soap bubbles, oil film on water, hummingbird feathers.

## Secure Authentication

- ✓ Technologically proven barrier to counterfeiting
- ✓ Straightforward and easy to authenticate by the public without the need for extensive training or costly readers
- ✓ Manufactured uniquely by Flex Products, Inc.
- ✓ Developed by the world leader in optically variable technologies for advanced counterfeit deterrence.

## Flexible Aesthetics

- ✓ Offers breadth of design options
- ✓ Color options integrate with your existing product logo and packaging schemes

*Counterfeit products are detrimental to your business reputation. We can offer you the best possible protection for your new products.*



CCL LABEL  
YOUR GLOBAL PARTNER