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First in-line hologram for printed material wins at industry awards

A new development for the production of embossed holograms in-line on printed material has won the '*Innovation in Holographic Technology*' category at the International Hologram Manufacturers Association's (IHMA) Excellence in Holography Awards 2011.

HoloPrint™ from Stensborg A/S is the first successful in-line hologram production process and was pioneered by Jan Stensborg, founder and proprietor of specialist research company Stensborg A/S, for printing press producer Nilpeter.

The HoloPrint™ unit is an additional station which can be supplied with new presses or retro-fitted to existing presses. It spot-applies a UV-curing lacquer to the printed material, then immediately moulds the holographic surface-relief pattern in to this lacquer from a master mounted on to a cylinder.

A notable aspect of the invention is that the UV light source is mounted within the moulding cylinder, and both the cylinder and the masters carrying the surface-relief pattern are UV transparent, so that curing and hardening the production hologram takes place simultaneously.

German hologram company Rako was commended in the same category for its holo-inlay in shrink sleeves, as was Optaglio, Czech Republic, for its achromatic hologram with colour shift effect.

The award given for innovation in the way holograms are made was presented at Holopack•Holo-print®, The Holography Conference, in Las Vegas, Nevada in November.

The Holography Awards recognise outstanding industry achievement and are presented to organisations who have introduced the most innovative or commercially viable hologram product or technique over the year.

Organised by the IHMA, the 19th annual Excellence in Holography Awards - sponsored by industry newsletter Holography News® - was attended by delegates from the worldwide holography community attending the conference.

Entries were judged by the IHMA Board, which comprises representatives from member companies.

Presenting the awards, IHMA chairman Adam Scheer, speaking on behalf of the Board, said: "The awards celebrate the very best in holographic achievement and the many remarkable innovations the industry introduces each year.

"The winners' work reflects the creativity, design excellence and quality which were the hallmarks of this year's crop of entries, reflecting how holography continues to push forward the holographic boundaries technically and commercially."

The full list of this year's awards and commendations for outstanding projects is available at www.ihma.org

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Note to editors

The International Hologram Manufacturers Association (IHMA) - www.ihma.org - is made up of 93 of the world's leading hologram companies. IHMA members are the leading producers and converters of holograms for banknote security, anti-counterfeiting, brand protection, packaging, graphics and other commercial applications around the world. IHMA member companies actively cooperate to maintain the highest professional, security and quality standards.

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