

Packaging Holograms Cap Industry Awards



December 8, 2016

Eye-catching holograms for a plastic oil bottle and screw top cap were highly commended in the Best Applied Decorative/Packaging Product category at the The International Hologram Manufacturers Association's (IHMA) Holography Awards 2016.

Chakavak Printing House's holographic label for TOTAL Quartz (image 1) and the Hologram Cap from Morphotonix (image 2) were both identified for their originality and ability to blend design appeal with technology that ensures the products' authentication and originality.

The holographic label for TOTAL uses color adjusting techniques and UV embossing on the label, while Morphotonix nano engraves features with 127,000 dpi precision directly onto steel moulds to catch the consumer's eye and hide security codes for enhanced supply chain control.

"The awards celebrate the very best in holographic achievement and the many remarkable innovations the industry introduces each year," says New IHMA chairman Manoj Kochar. "Creativity, flair and design excellence have again shone through in the 2016 entries, reflecting how holography continues to push the holographic boundaries forward both technically and commercially."

The awards took place at the Holography Conference in Warsaw, Poland, and saw leading holography companies gather to recognise excellence and cutting edge technology.

Other category winners were:

- Innovation in Holographic Technology – Nano Optical Element 'Egypt Phantasy' from Demax Holograms
- Best Origination - Nano Optical Element 'Egypt Phantasy' from Demax Holograms
- Best Display or Emerging Technology Application of Holography – Reverso from Surys
- Best Applied Security Product - The Kinegram Colors foil stripe from Leonhard Kurz Stiftung & Co

Winner of the Brian Monaghan Award for Business Innovation went to John Hazen, president and CEO of Hazen Paper Company for his outstanding contribution to the industry, which includes several initiatives designed to cost effectively commercialise holograms.

