

CODE OF PRACTICE

Within its mission to protect and promote the common interests of the worldwide holography industry the International Hologram Manufacturers Association has drawn up a Code of Practice for its members. All members agree to abide by this Code which is intended to promote ethical business practices and the highest standards by its members.

- Members of the IHMA undertake to operate their business in a manner which enhances the reputation of the holography industry and the IHMA. In dealings with each other, with customers and suppliers, members will observe the highest standards of business integrity and business ethics.
- All IHMA members are bound by the IHMA's Articles of Association which oblige all members to follow this Code of Practice. A member in breach of this obligation, or otherwise operating in such a way as to bring the IHMA and the holography industry into disrepute, should be brought to the attention of the Board for notification to a General Meeting which is empowered to suspend the membership or expel from membership such companies.
- All members will issue standard conditions of contract which will be available to all customers or potential customers. In dealings with customers or potential customers members will not knowingly misrepresent the characteristics and functioning of their products or their capabilities. Members will use their best endeavours to ensure that orders are delivered to customers as specified and on time.
- Where by reason of factors outside their control, such as fire, flood, industrial unrest, bankruptcy or other factors, a member is unable to meet the contractual obligations for quantity or date delivery, then by agreement with the customer the member will endeavour to place that work with another IHMA member and will cooperate fully with that member. If required or necessary, and in strictest confidence, the IHMA will undertake the finding of a member to complete the order.
- IHMA members will respect the intellectual property rights of their suppliers, subcontractors and other members of the holography industry. Members undertake to operate within the Berne Convention and to make clear to customers and contractors who own the designs, drawings, artwork, master and sub-master plates of any given hologram. The IHMA publishes guidelines to cover these matters.
- Where appropriate, members undertake to pay a royalty or a royalty waiver fee and to honour all contractual obligations to an artist or hologram originator who has supplied holograms for reproduction.
- IHMA members will operate within the environmental health and safety legislation that applies to them as a minimum standard of care and concern for the environment and the health and safety of their staff, customers and end users.
- Every member of the IHMA accepts the responsibility of maintaining this Code of Practice and striving to enhance the reputation of the IHMA so that membership is seen to stand for quality and customer satisfaction.
- Members undertake to use their best endeavours to protect their own, other hologram producers' and customers' intellectual property rights, which will include the investigation of customers where these are not previously known to the member, and investigation of the design of all commissions where the customer supplies artwork (in whatever form), to ensure that the proposed hologram does not infringe any IPR and that any registered or pre-existing designs, logos etc incorporated into the hologram are used with the permission of the rights holder. Members will use all resources available to them to this end including the Hologram Image Register and/or other copyright or hologram registers approved by the IHMA for this purpose.

THE BENEFITS OF MEMBERSHIP

Are you a hologram manufacturer? Your potential customers look to the IHMA to source their holograms. Indeed, most demand membership as a condition of doing business. So if you manufacture holograms but aren't a member, they won't find you.

COMMITMENT

- Protect and promote the common interests of the hologram industry
- Demonstrate to customers your ethical business practices and quality products through your adherence to the IHMA Code of Practice
- Shape the direction and development of the hologram industry

BUSINESS OPPORTUNITIES

- Benefit from the IHMA as the first point of call for hologram business enquiries
- Convey your skills and products to potential customers
- Participation in the Hologram Image Register
- IHMA membership (and HIR registration) is increasingly a prerequisite for hologram tenders

EDUCATION AND SUPPORT

- Monthly patent bulletins
- An ongoing PR campaign to educate users on the benefits of holograms
- Access to resource material in the field of holography (including free annual subscription to Holography News and discounts on related events and reports)
- Assistance with achieving accreditation under the Secure Certification Scheme

Communication

- A platform for positioning yourself to potential customers
- A dynamic website for promoting your company
- Easy lines of communication between member companies

Contact the IHMA Secretariat for details of how to join
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MARK OF
AUTHENTICITY



MARK OF
INTEGRITY

MARK OF
QUALITY

MARK OF
RELIABILITY

MARK OF
SECURITY



THE IHMA – INTEGRITY, RELIABILITY, SECURITY

The International Hologram Manufacturers Association, a not-for-profit membership organisation, is made up of nearly 100 of the world's leading hologram companies who actively cooperate to maintain the highest professional, security and quality standards in support of their customers.

The IHMA was founded in 1993 to represent and promote the interests of hologram manufacturers and the hologram industry worldwide, offering a wide range of services and benefits to members.

One benefit is the authenticity and credibility that IHMA membership confers on its members – all of which are rigorously vetted before joining and adhere to a strict Code of Practice governing standards, business ethics, customer service, respect for and protection of customers' and competitors' intellectual property.

If you source holograms to protect your documents or brands, don't dilute their integrity and leave them and yourself vulnerable to the potentially dubious activities and standards of non-accredited, non-recognised suppliers. Make sure that you protect your investment and your security by using IHMA members only as your chosen suppliers.

HOLOGRAMS – THE MARK OF AUTHENTICITY

Since their introduction on payment cards in the early 1980s, holograms have become one of the most common overt or public security features on value documents and branded goods, their presence both indicating the authenticity of these items and providing a powerful deterrent to counterfeiting.

Why? Because they work

Holograms cannot be copied by conventional reprographic means. Their effects cannot be reproduced or simulated by conventional printing or finishing techniques. The skills, technology and investment involved in their design, origination and manufacture ensures that their production is beyond the reach of most would-be counterfeiters. Even the most determined forgers will be unlikely to produce holograms that are effective and accurate copies of the original.

Holograms are also highly versatile. They can be applied cost-effectively to a wide variety of substrates and products as part of conventional printing, packaging and labelling processes. They can also be integrated with other security features and technologies to provide multi-layered authentication solutions combining overt and covert security with track and trace capabilities.

As a result, holograms are widely used on all manner of security documents including banknotes, passports and ID cards, fiscal stamps, tickets, vouchers, cheques, payment cards etc. They are also used to protect branded goods from counterfeiting, adulteration, substitution and parallel trading, featuring on many of the world's leading brands of pharmaceuticals, IT products, automotive components, luxury and consumer goods.

USE HOLOGRAMS TO PROTECT YOUR PRODUCTS..... USE THE HIR TO PROTECT YOUR HOLOGRAMS

The Hologram Image Register (HIR) is a secure register of holographic images, established by the IHMA to safeguard hologram copyright and underpin the use of holograms in authentication and security printing.

IHMA members register the holograms they produce on behalf of their customers – establishing a record of who makes it, when it was first made and who is using it, benefiting both the holder of the copyright in the hologram and its user. (The HIR is not a formal copyright register but as a record of first use it can be helpful in the event of a dispute.)

IHMA members also search the HIR before making a new hologram to help to prevent the accidental copying of an image. And if there is an attempt to fraudulently copy the hologram, this will be identified through searching the Register. To date, the HIR has helped to uncover and prevent several cases of attempted counterfeiting and many users of secure holograms require these to be registered on the HIR.

The HIR is operated for the IHMA by the Counterfeiting Intelligence Bureau, a division of the International Chamber of Commerce, a not-for-profit non-governmental organization accredited by the UN. The Register is operated in absolute confidence by the CIB. Neither IHMA members nor staff have access to the Register, thereby ensuring that commercial information is not compromised.

Only members of the IHMA can register the holograms they originate or manufacture. Customers who want maximum protection for their holograms should therefore choose a supplier which is a member of the IHMA

SECURE PRODUCER CERTIFICATION – A UNIVERSAL GUARANTEE OF STANDARDS

IHMA membership and the HIR are two safeguards for the security of holograms. An additional safeguard is the IHMA Secure Producer Certification Scheme. The IHMA has teamed up with Intergraf, the European Printers Federation, to provide this scheme, which is an extension of Intergraf's security printer and security supplier certification schemes to make it easier for customers to recognise those producers that have secure premises and produce their holograms in compliance with secure monitoring and control procedures.

The Secure Producer Certification...

- Operates under the auspices of the auspices of the Comité Européen de Normalisation (CEN – the European Committee for Standardization) as a CEN Workshop Agreement (CWA);
- Recognised by the International Standards Organisation (ISO) and all its affiliates around the world;
- Covers origination, pre-press, manufacturing and finishing;
- Has two categories of certification – security hologram producer and high security hologram producer, differentiated by their level of premise and procedures security;
- Specifies one set of rigorous standards and controls, rigorously applied and regularly assessed, to provide customers with the confidence that accredited suppliers operate to the highest levels of security;
- and is a universal means of enabling customers to locate hologram suppliers for high security applications

Details of hologram companies that have achieved secure certification status can be found on the IHMA website.



HOLOGRAMS – THE COMPETITIVE EDGE

Brand owners operating in a highly competitive consumer marketplace are continually looking for new methods of product enhancement and differentiation. The unique visual effects of holography provide this competitive edge by bringing enhanced brand impact, point of sale appeal and added perceived value to consumer products.

Holographic packaging supplied by IHMA members has been responsible for spectacular sales increases in sectors as diverse as luxury goods, confectionery, champagne and spirits, soft drinks and beers, perfumes, toiletries, tobacco products, stationery, books, DVDs and clothing.

Holography is a highly versatile medium – and holographic packaging materials such as laminating foils and films can be configured to a variety of packaging formats with minimal or no impact on standard converting and printing processes. Holographic images work best when integrated within the overall design, with transparent, translucent and opaque inks used in combination with techniques such as blind embossing and varnishing to provide effects that range from subtle enhancement to brilliant impact. The only limit to these effects is the imagination of packaging designers and brand managers.

Whether used for seasonal or one-off promotions, for evergreen packaging or for in-store décor, there is no medium that allows more scope to creative or innovative designers, and no medium more guaranteed to position your products ahead of those of your competitors.

SECURING THE POSITION OF HOLOGRAMS

The pre-eminence of holograms as a security feature is assured not only by their attributes, but because of the work that the IHMA undertakes as the voice of the industry to educate potential users, disseminate best practice and advise on the optimisation of the technology as part of anti-counterfeiting programmes.

"Users" include not only individual companies but also, critically, regulators, standards organisations and industry bodies around the world. The IHMA is continually in touch with such organisations, ensuring that – when standards are being drawn up, legislation proposed or specifications for national or industry-wide programmes considered – holograms are at the top of the list, whether for use on their own or in combination with other security technologies to provide multi-level authentication.

As examples, the IHMA is represented on the workshop that is drawing up European anti-counterfeiting standards, works closely with the anti-counterfeiting organisations in China and Russia, contributes to EU and US consultation procedures on anti-counterfeiting and advises national regulatory bodies seeking to implement sector- or country-wide security initiatives.

This international presence, and the collective weight that the IHMA can bring to bear on behalf of its members, is helping to ensure the continuing pre-eminent position of holograms throughout the world.