1. Members of the IHMA undertake to operate their business in a manner which enhances ethical business practices and the highest standards by its members.

2. All IHMA members are bound by the IHMA Rules of Acquisition which stipulate all members’ obligations to the public. Members who breach the obligations set by the Rules of Acquisition are required to restore members’ reputation and integrity.

3. All IHMA members are bound by the IHMA’s Articles of Association which oblige all members to follow the Code of Practice for its members. All members worldwide holography industry have drawn up a Code of Practice for its members. All members have drawn up a Code of Practice for its members. All members worldwide holography industry have drawn up a Code of Practice for its members.

4. IHMA members will respect the intellectual property rights of their suppliers, subcontractors and customers. Members will ensure that their suppliers and subcontractors are aware of the importance of respecting intellectual property rights. Members will use all resources available to them to this end including the Hologram Image Register and other copyright or hologram registers approved by the IHMA for this purpose.

5. 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 of their employees.

6. Where appropriate, members will use the intellectual property of their customers, suppliers or other members of the holography industry. Where appropriate they will use the intellectual property of their customers, suppliers or other members of the holography industry. Where appropriate they will use the intellectual property of their customers, suppliers or other members of the holography industry. Where appropriate they will use the intellectual property of their customers, suppliers or other members of the holography industry. Where appropriate they will use the intellectual property of their customers, suppliers or other members of the holography industry.

7. 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 of their employees.

8. Every member of the IHMA accepts the responsibility of maintaining this Code of Practice and will cooperate fully in implementing its provisions. 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, will be expelled from membership.

9. 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 all pre-existing designs, logos etc incorporated into the hologram, and 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, 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 a platform for positioning yourself to potential customers as specified and on time.

10. 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 of their employees.

11. IHMA members will undertake to complete orders in the time frame and for the quantity specified by the customer. If necessary, and in strictest confidence, the IHMA will undertake the finding of a member that work with another IHMA member and will cooperate fully with that member. If required to complete the order, then by agreement with the customer the member will endeavour to place a member that work with another IHMA member and will cooperate fully with that member. If required to complete the order, then by agreement with the customer the member will endeavour to place orders for reproduction.

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THE IHMA – INTEGRITY, RELIABILITY, SECURITY

The International Hologram Manufacturers Association, a not-for-profit membership organisation, is made up of Old World leading hologram companies who actively cooperate to standardise the highest professional, security and quality standards in support of their customers. The IHMA collaborates with brands to innovate and promote the use of hologram technology and the hologram industry worldwide, offering advice on a wide range of issues and benefits to members.

One benefit is the authenticity and reliability that IHMA membership offers to members – all of which are rigorously vetted prior to joining and adhere to a strict Code of Conduct governing business, ethical, customer service protection and protection of customers and competitors’ intellectual property.

If you source holograms to protect your documents or brands, don’t risk being copied and leave yourself and your business vulnerable to the erosion of your profits and competitors’ intellectual property. (The HIR is not a formal copyright register but as a record of who makes it, when it was first made and who is using it, benefiting both the holder of the copyright and its user. (The HIR is not a formal copyright register but as a record of who makes it, when it was first made and who is using it, benefiting both the holder of the copyright and its user.)

Why? Because they work

Holographics, as an optically encoded security image, cannot be copied by conventional reprographic means. Their uncopyability confers on their members – all of which are rigorously vetted before joining – an authentic, secure, professional, security and quality standards. The IHMA is committed to promoting the highest levels of integrity, reliability, security and professionalism in the hologram industry around the world.

THE IHMA – MARK OF AUTHENTICITY

Since their introduction on payment cards in the early 1980s, holograms have become one of the most common 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.

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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 under the use of hologram in authentication and security printing.

The hologram members register the holograms they produce on behalf of their customers – establishing a record of who makes it and where it is manufactured. In addition, they also register the copyright in the hologram and in the image (the HIR is not a formal copyright register but as a record of who makes it, when it was first made and who is using it, benefiting both the holder of the copyright and its user). (The HIR is not a formal copyright register but as a record of who makes it, when it was first made and who is using it, benefiting both the holder of the copyright and its user.)

Hologram 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 use the hologram, this will be identified through searching the Register. To date, the HIR has helped to uncover and prevent several cases of unauthorised counterfeiting and many users of secure holograms require these to be registered on the HIR.

Holograms confers on its members – all of which are rigorously vetted before joining – an authentic, secure, professional, security and quality standards. The IHMA is committed to promoting the highest levels of integrity, reliability, security and professionalism in the hologram industry around the world.

The IHMA is operated by the Counterfeiting Intelligence Bureau, a division of the International Chamber of Commerce, a not-for-profit organisation committed to the protection of the public, and the prevention of counterfeiting.

The IHMA membership and the HIR are two safeguards for the security of holograms. An additional benefit 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 complete compliance with secure printing and control procedures.

The Secure Producer Certification Scheme:

- Operates under the auspices of the Comité Européen de Normalisation (CEN – the European Committee for Standardisation) as a CEN Workshop Agreement (CWA).
- Recognised by the International Standards Organisation (ISO) and all of its affiliates around the world.
- Covers origination, pre-press, manufacturing and printing.
- Has two categories of certification – security hologram producer and high security hologram producer, differentiated by their level of premix and procedures security.
- Specifications remain consistent across all standards and are regularly updated to provide customers with the confidence that accredited suppliers operate to the highest level of security.
- Is a universal means of enabling customers to locate hologram suppliers for high security applications (check of hologram companies that have achieved secure certification results can be found on the IHMA website).

SECURE PRODUCER CERTIFICATION – A UNIVERSE OF STANDARDS

The IHMA membership and the HIR are not only safeguards for the security 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 complete compliance with secure printing and control procedures.

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