

Münchendorf, March 2023

## Securikett launches fully transparent security label with wow effect

**Colorless security seal protects products and creates wow effect when opened**



*Fig. 1 – Colorless security seal with wow effect*

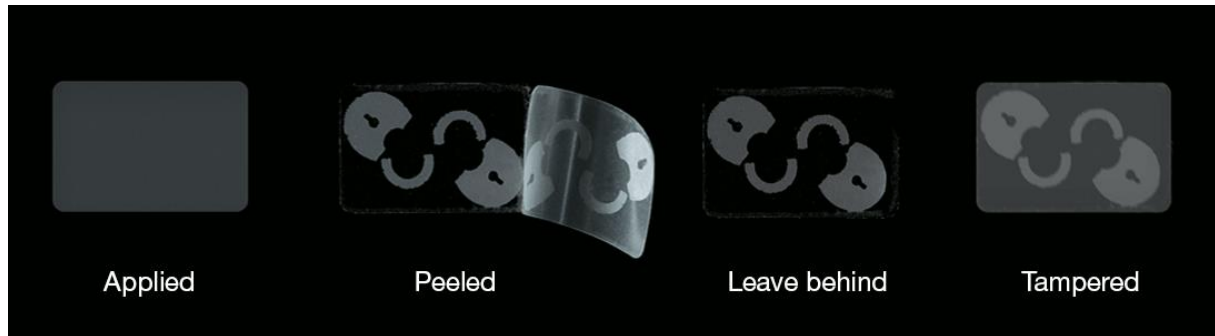
The Austrian security label producer Securikett has established itself as a pioneer and global leader in the field of product and brand protection over many years. Now, for the first time, the security label manufacturer has succeeded in creating a completely transparent security label with a particularly impressive opening effect. The so-called "HighContrastVoid" is a completely invisible label that blends seamlessly into any product or packaging design without changing the external appearance of the product and at the same time offers the highest level of product protection. This breakthrough in tamper evident void label technology lowers the barrier of entry since these labels can be placed over existing text and graphics without impacting the look or readability of the existing package or requiring any package redesign.

### **Security solution for high quality packaging**

The inconspicuous label turns into an eye-catcher when peeled off, which makes it particularly conducive to use in the luxury sector. A previously invisible motif becomes visible when peeled off.

The motif of the opening effect can be customized, allowing subtle integration of a company logo. Vanessa Mitterer, head of the R&D department at Securikett, explains, "The completely transparent design of the labels means that customers do not have to make any changes to the packaging design

and the appearance of the product is not affected in any way. On the other hand, the surprising opening effect leads to an unforgettable "unboxing" experience for the consumer."



*Fig. 2 – The fully transparent label provides a particularly impressive opening effect*

Dr. Marietta Ulrich-Horn, managing partner and founder of Securikett, is delighted with the new product. "We are convinced that the HighContrastVoid label is another important step towards being able to meet the high demands of our customers even better in the future."

#### **Press Contact / Gallery**

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#### **SECURIKETT**

The family business Securikett is a global leader of SecurityLabels, and also offers innovative one-stop SMART PACKAGING integrating manipulation evidence, security, and IoT services. The company was founded 2001 and engages 90 employees. Applications by Securikett are used on luxury goods, spirits, medicines, spare parts and shipping boxes. Based in Austria, Securikett currently distributes products to 45 countries around the world.