

JDSU Charms™

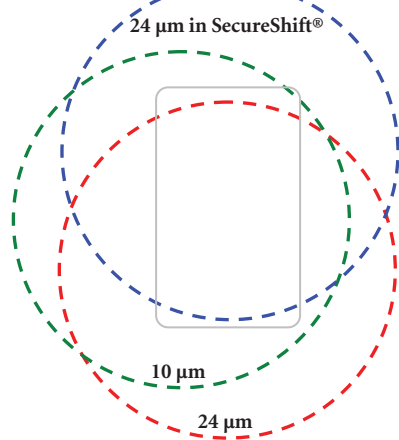
Covert Taggants

Charms microflakes in SecureShift® Ink

Charms™ is a covert brand protection and document authentication solution that uses printable, microstructured taggants to provide protection against product counterfeiting and diversion. Charms, which can be added in a semitransparent layer on top of virtually any substrate, may be personalized with letters, numbers, symbols, logos, colors, shapes, and textures. Charms can also be used in SecureShift® ink and standalone in varnish.

Charms Sample

- Center microscope on one of the circles
- Switch on light source
- Rotate eyepiece for clearest focus



Charms microflakes are invisible to the naked eye but can be quickly identified and verified with a portable, low-cost 200 – 400x microscope that requires only minimal training. The result is visual product authentication—in the field—within seconds.

Contact JDSU Customer Service for additional product information or to develop a customized solution.

- Telephone: +1-609-632-0800
- E-mail: seureshift@jdsu.com

Charms are available only through our secure distribution channels, which include JDSU and its SecureShift

authorized printing partners. For more information, visit www.jdsu.com/charms.

Applications

- Brand protection
- Document authentication

Key Features

- Invisible to the naked eye, Charms work with existing graphic designs and standards
- May be incorporated using conventional printing processes, such as flexography, gravure, pad, and silk screen
- Can be verified in seconds, with minimal training, using a portable microscope
- Can reproduce corporate logos or custom graphics on the microflakes
- Functions as both a covert and a forensic protection device
- Can be applied to documents, labels, packaging, products