

## **drupa 2024: LEONHARD KURZ presents future-oriented solutions for reliable product protection and pioneering digital measures**

Fürth/Germany, May 16, 2024: Only a few days to go until drupa 2024: From May 28 to June 7, 2024, the printing and packaging industry will meet in Düsseldorf to find out about technological innovations, sustainable finishing and efficient machines. LEONHARD KURZ will be there as a Platinum Partner of the trade fair and will be showcasing pioneering solutions that offer added value for the industry at stand E71 in hall 3.

The specialist for thin-film technologies is known for its wide range of finishing and transfer products and machines. At this year's drupa, visitors can also see for themselves the company's many years of expertise in the field of product security and digital solutions. Under the motto 'Re:think what's possible', KURZ impressively demonstrates that security and attractiveness do not have to be mutually exclusive, but on the contrary, they go hand in hand.

### **Effective product protection with an attractive design**

When talking about print finishing, most people have bright colors, brilliant metallization or iridescent hologram effects in mind that attract everyone's attention. However, TRUSTSEAL® from KURZ shows that security labels are much more than just eye-catching. This versatile solution can be used to customize security labels so that they perfectly match the customer's brand. A wide range of visual highlights is possible, including fascinating depth and hologram effects as well as sharp-edged graphics with a free choice of shapes in single-image decoration. At the same time, TRUSTSEAL® allows products to be equipped with a broad portfolio of security features. The solution is ideal for finishing paper/cardboard packaging, shrink sleeves, paper and PET labels, among other things.

**Combined expertise for reliable protection against counterfeiting**

Together with its subsidiary SCRIBOS, KURZ is demonstrating how physical and digital product protection can be combined. The ValiGate® security solution reliably prevents counterfeiting attempts thanks to double encryption. A unique security pattern with an intelligent structure gives each QR code a copy-protected identity. The solution is supplemented by a digital component that can be individually designed and easily checked on the product to be protected using a smartphone – without an adapter, without an application and with no training. A patented encryption algorithm provides direct information about the authenticity of the product.

ValiGate® is very well suited for the protection of tax stamps because the solution significantly increases the difficulty of copying or duplicating the stamps. This prevents tax fraud at its very roots. Another outstanding innovation is the diffractive tax stamp paper from KURZ, which combines security and sustainability. This paper is provided with security features directly by KURZ - even before it is delivered to the security printers. The security features of the TRUSTSEAL® portfolio, such as microtexts, simulated fluorescent fibers or taggants, are used.

At drupa, visitors can also get an exclusive first impression of a new security product with DynaKey. This multifunctional security solution is suitable for use in a wide range of industries, including consumer goods, electronics and luxury products. This innovation enables verification via an integrated verification tool for the end user, without the need for an external tool. This user-friendly solution creates trust in the brand and in the product. KURZ will be demonstrating how this works live at drupa.

**TRUSTCODE®: More overview along the supply chain**

TRUSTCODE® is another key pillar of KURZ's security solutions. The solution enables effective product authentication and track & trace options from production through the entire supply chain to the customer, via digital coding on the product or packaging.

TRUSTCODE® is a cost-effective application that can be used to quickly and accurately detect any gray market activities or counterfeit products. In addition to product traceability, TRUSTCODE® offers the possibility to quickly and easily record and provide order processes, warehousing and other internal data.

### **Digital Product Passport: Proof of sustainability with additional functions**

As part of an upcoming EU directive, the Digital Product Passport (DPP) will become a mandatory digital marking for most manufacturers, which must be applied to products and packaging. Together with its subsidiary KURZ Digital Solutions, KURZ is already offering all manufacturers a Digital Product Passport solution. This enables customers to prepare for the EU directive at an early stage and to provide new product and service offerings for customers via product coding.

Manufacturers can store important product information behind the coding, such as environmentally relevant indicators like the CO<sub>2</sub> balance, resources used, or recyclability. However, services relevant to customers, such as instructions, tutorials, spare parts catalogs, online warranty checks and information on repair options, or sales and marketing offers, can also be stored. In this way, the use of the DPP provides manufacturers with a new form of digital customer interaction for greater customer satisfaction, customer loyalty and therefore more sales.

In addition, the Digital Product Passport can be combined with all physical security elements from KURZ to effectively secure products against counterfeiting - or with all the functions of the TRUSTCODE® base as a track & trace solution described above. Visitors can explore the range of possible functions for themselves at the KURZ stand at drupa.

### **DREAMCOMPOSER®: Visions become reality**

The digital visualization of finishes poses challenges for the graphics industry. How can haptic effects, transparency, matte and gloss effects, or light fastness be effectively displayed on a screen? Until now, there was no reliable all-round solution for this. Together with its subsidiary KURZ Digital Solutions, KURZ has

therefore developed software for the quick and easy 3D visualization of finishes for packaging and label design - and now presents the solution - DREAMCOMPOSER®.

With the help of the software, a finished, refined 3D model is created from a PDF document template in just a few steps. More than 100 transfer decorations and exclusive effects can be displayed - and the creations can be coordinated directly with the customer via a viewer link. Interested parties can test DREAMCOMPOSER® live at drupa and get an impression of the visualization tool for themselves.

### **At a glance**

drupa is from May 28 to June 7, 2024, in Düsseldorf, Germany

LEONHARD KURZ Stiftung & Co KG: Hall 3, Stand E71-1 + E71-2

Product groups: Foils for cold foil transfer, hot stamping foils, hologram foils, transfer foils, embossing stamps, inkjet sheet-fed printing systems, inkjet foil application, digital finishing, software for packaging design, e-commerce for the printing industry

Focal points of the trade fair presentation: Innovations in cold transfer, hot stamping, digital embellishment, digital printing, sustainability

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**About KURZ:** LEONHARD KURZ is a world-leading thin-film technology specialist with more than 5,500 employees at more than 30 locations worldwide. KURZ develops and produces decorative and functional layers, including for the printing, packaging, and the plastics industry, for banknotes and ID documents, as well as for the automotive, electronics and medical technology sectors. The company's comprehensive product portfolio ranges from decorative and smart interactive surface finishes, to design consulting and security concepts for product and brand protection. Together with its subsidiaries, KURZ offers solutions for digital embellishment finishing, cold transfer, hot stamping, related printing and embossing machines, and embossing tools. KURZ is also developing its own

recycling programs, is a UN Global Compact participant, and has been repeatedly recognized by EcoVadis for its sustainability activities.

**[www.kurz-world.com](http://www.kurz-world.com)**

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