

These secure labels are easy to recognise and validate to check the product is not a fake, and each one includes a high security customised hologram with a colour stereogram animation, which incorporates microprint, tamper evidence and an individual serial number. These holograms, which are officially referred to as Licensed Authentication Devices, are distributed to Authorised Licensees and are incredibly difficult to counterfeit.

The cost of counterfeit and pirated goods is annually estimated to be around \$1.2 Trillion and growing, so the need to protect products is vital for both consumers to know they have a genuine product and for businesses to protect their revenues.

Steve Mercer, Service Delivery Director at De La Rue, said:

“We are incredibly proud to have again been selected to help to protect the licensed products for this year’s FIFA World Cup™ and hope fans feel confident they know they are getting the real deal when they see one of our holographic labels. They might seem simple enough, but they are in fact highly secure and include an array of features which guard against fraud and make it really tough to counterfeit.