



ORIGINALLUXURY

Extract from ORIGINALLUXURY Technology For Transparency
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PROFOUND™ MICRO-OPTIC LABELS BY CRANE AUTHENTICATION ARE INTUITIVE TO AUTHENTICATE AND DIFFICULT TO REPLICATE.

Top-quality products and brands will always strive for packaging which communicates customer value. PROFOUND™ Micro-Optics help brands attain this with effects that engage consumers at first glance with clear call-to-action in any lighting conditions, and with eye-catching designs.

At Crane Authentication, we believe consumer engagement is critical to product authentication, so we engineered PROFOUND™ Micro-Optics to include brand logos, crisp movement effects and three-dimensionality. These secure not only the product but call attention to QR codes and other features to provide an authentication solution that is integrated, intuitive and connected.



Customers need assurance their hard-earned money is spent on authentic products supplied by companies that share their values and beliefs.

Today, brands have new means to bridge the information and authenticity gap. By providing public features that attract attention through strong 3D and movement effects, integrated with QR codes, companies can provide a secure, attractive and engaging entry point to their brand's values and the product's authenticity. Crane Authentication's Micro-Optic technology supplies customized solutions for brands by providing a seamless integration into brand's imagery.

This is a solution that is at hand today, and one that can play a role in addressing the most pernicious attributes of counterfeited products, exploitive labor practices and environmental degradation to name just two. It is time for brands to act more transparently than ever.

Counterfeiters do not care about sustainability, child labor, or making safe products for consumers. It is impossible for consumers to know whether human rights are respected, working conditions are safe and the environment is protected without knowing where companies' products are made. This authenticity and information gap diminishes brands' transparency efforts.

The ultimate transparency brands should provide customers is ensuring the products they buy are genuine. Integrated with overt, secure features and easy-to-use authentication tools, Crane Authentication's PROFOUND Micro-Optic technology can respond to this need and deliver the authenticity customers deserve.

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INTUITIVE TO AUTHENTICATE,
DIFFICULT TO REPLICATE.



POWERED BY CRANE CURRENCY

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ORIGINALLUXURY

**Pioneering Transparency Through
Technology in the Luxury Sector**