



HOLOMEX
HOLOGRAPHIC HIGH TECH

QUALITY MANAGEMENT SYSTEM
ISO 9001:2008
CERTIFIED

PRESENTATION

Preceding

Types of Holograms

Aplications

Materials

Benefits

Contacts





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Holomex begins operations in 1984, Holomex became the first company to produce holograms in all of Latin America and the third worldwide.

Founder and visionary, president of Holomex, **Daniel Lieberman** with a background in engeneering and optics experiments with the potential of holography.



Holomex begins the manufacturing of holographic labels with generic designs. The main target market at the beginning are children, and the producs have designs for decoration and aesthetic purposes.





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In the 90's Holomex is known nationally as the main manufacturer of holographic labels, and the governments begin to incorporate holograms as a mean of protecting documents against counterfeiting.

By 2000, Hologramas de México has 80% of it's production dedicated to **governments projects**. This brings a lot of international attention.

Holomex begins a new strategy and targets other parts of the market. Thus, government projects are reduced to 10 % of sales and we begin to increase the sales to the private sector.





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Currently Holomex is well known in many countries around the world...

México Guatemala Colombia Brasil Holanda Mozambique USA Venezuela

From 2003 holomex start a new business strategy to diversify its customers in different areas...

Pharmaceuticals Universities Governments Converters Banks Credentials/ID's





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OUR COMMITMENT::

To manufacture Holographic labels, with the highest quality, and at a competitive price.

MISSION::

To be leaders in new technologies and Innovation whose applications deal with optics, holography, micro and nano embossing.

VISION::

To become a worldwide leader and to strive to become the best when it comes to Holography, Optical solutions, quality, and pricing.





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HOLOGRAM TYPES

2D TWO DIMENSIONAL

This Hologram is based on a computer generated image in which all the elements can be found in one plane.

Sharpness in the borders and colors brightness are characteristics of this type of hologram.





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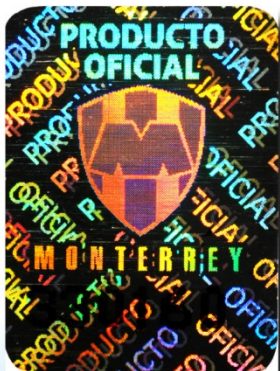
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HOLOGRAM TYPES

2D/3D

The graphical elements of this type of hologram can be seen on a 2-3 dimensional plane, Thus giving a visual illusion of depth.

This type of hologram also has the benefit of being very visual in ample range of lighting. Bright and captivating, is a characteristic.





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HOLOGRAM TYPES

3D

This hologram can create a fully live size replica of an object with a realistic three dimensional effect.

The hologram can interact with the viewer by changing the angle were the viewer sees the hologram. This can create different types of visual effects.

Under the right lighting this Hologram looks mesmerizing.





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HOLOGRAM TYPES

MULTICHANNEL

This type of hologram contains two or more images, each in its own viewable channel.

Depending on the position and angle in which the viewer interacts, the images will vary.





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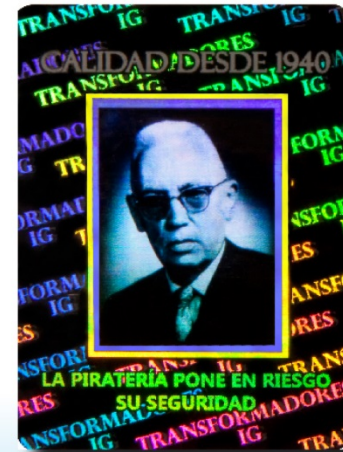
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HOLOGRAM TYPES

COLORGRAM

Color photographs or transparencies are the origins for this type of hologram. Various levels of three-dimensional effects can be attained.

The graphic images can be given gradations in both color and shading, making the image to appear real or "alive". The Colorgram depicts the images in natural colors.





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Due to the complexity, of the technology and processes, A hologram is impossible to counter-fit.

The hologram, due to its physical and optical properties it is naturally impossible to counterfit. But to offer more security and to fully protect our costumers products, we offer a few additional properties.

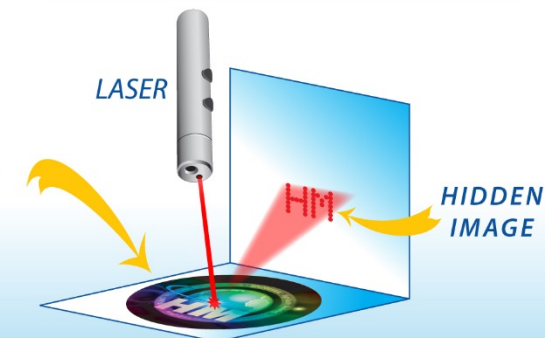
Micro cutts- destroy the label and even the products material surface, when it is tampered with.

Micro/nano- images or text, can only be seen with a microscope.

Sequential Numbering and Barcodes



HOLOGRAM



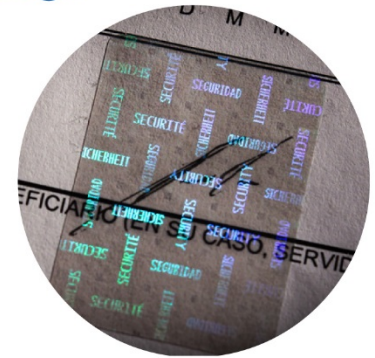
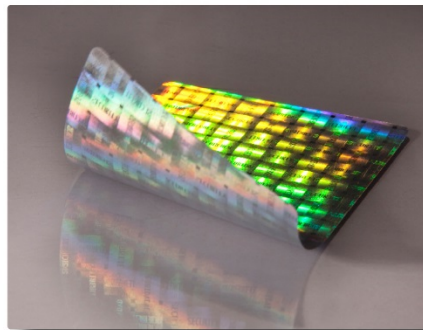


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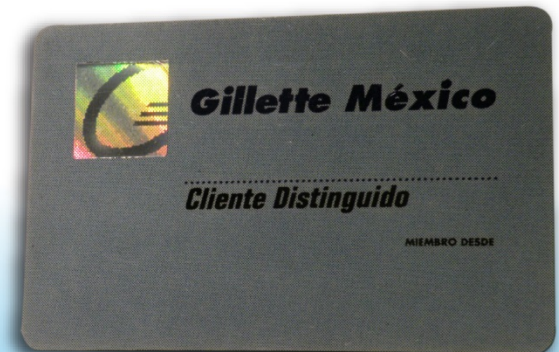
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We work with tamper proof materials, that protect the package by becoming visually evident if there was any tampering.



Even a small holographic label on a document can be a very simple solution to protect it against counterfiting and also give to it a professional and aesthetic look.





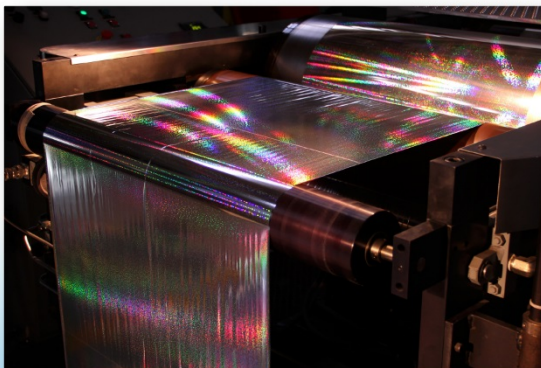
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Metalized

This material gives the Hologram a very bright image, is more suitable for aesthetic purposes, such as:

- * Decoration.
- * Flexible packaging.
- * Promotional



Transparent

Mainly used for higher security purposes, to protect:

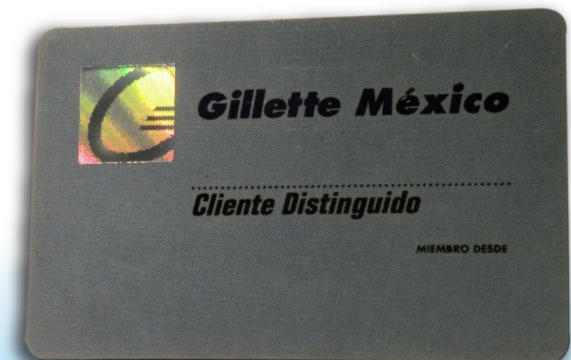
- * Licences
- * IDs Pasaportes
- * Visas
- * Government, and bank
- * Documents



Hot-Stamping Materials

The use of this type of hologram includes:

- * Monetary applications.
- * Official documents.
- * Bank notes
- * Checks
- * Certificates
- * Vehicle registration
- * Credit cards





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In this digital era, very few industries are not being affected by counterfitting. It is estimated that each year there is approximately a 600 billion USD problem internationally due to counterfits.

Holograms have been recognized as an effective solution to prevent these problems. It is very complicated to make holograms and impossible to replicate.

Each year we see an increase in the amount of industries that are utilizing Holograms. There is no limit to the type of product a Hologram can protect. We must also recognize that because of the holograms successful History, a Hologram also gives the consumer confidence on the product and makes it that more appealing with its visual and aesthetic look.





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