

# Nordmeccanica Launches an Anti-Counterfeiting Packaging

*The Company - a world's leading supplier of flexible packaging machines - has come up with a new technology to recognize the authenticity of food products even by their packaging.*

Tomorrow, 18 November, Nordmeccanica will launch the first online presentation event of the new technologies that make the company the world's leader in the flexible packaging sector. Among other things, the event will focus on presenting the new anti-counterfeiting packaging technology for food products.

Using packaging to preserve the product originality is the solution implemented by Nordmeccanica, by adapting a technology developed to ensure the authenticity of bills and credit cards to food packaging. Through those new solutions, an aluminium film with the trademark graphic can be applied to packaging sheets, to create packages that are impossible to copy, and that can be distinguished from counterfeits by the naked eye.



Preparation phase for flexible packaging machines manufactured by Nordmeccanica.

### **“Nordmeccanica's new anti-counterfeiting solutions**

**help to create packages that are impossible to copy and that can be set apart from  
counterfeits  
by the naked eye.”**

*«Applying aluminium vapour on packaging sheets to create a protective metal effect is a consolidated process», explains Vincenzo Cerciello, Nordmeccanica Technical Director, «however, now we can use metallization as a common printing process, to create logos, shapes and drawings even on pre-printed packaging foil, and obtain visual effects that cannot be reproduced on counterfeited packages».*

For instance, this technique can be used to create translucent images, similar to credit card holograms, or to apply the metal-effect to a limited portion of the packaging, thus allowing any consumer to detect if they are buying an original or a counterfeit product, even when purchasing online.

As usual, the Company will present its news on food packaging products and machine technology remotely, from its Piacenza headquarters, through an actual satellite live show, to its over 1000 customers in 60 Countries worldwide.



From the left, **Vincenzo Cerciello**, Nordmeccanica's Technical Director, President **Antonio Cerciello** and **Alfredo Cerciello**, the Company's Administrative Director.

**World's leading manufacturer**

Nordmeccanica is the world's leading manufacturer of machines that produce bags for packaged food products, plastic packaging and pharmaceutical blisters, with a global market share of 65% and exports for 95% of its overall turnover. The Company has five production plants, three in Italy (Piacenza), one in China (Shanghai) and one in the United States (New York), and a network of representatives covering 87 countries around the world, including India, South America and Australia. The Group has 300 direct employees, and an annual turnover of 110 million euro, with R&D investments amounting to 5% of revenue.

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