

## **3M Launches New Format of Confirm Authentication Products with Floating Image Technology**

- New format of popular security product allows for new applications -

3M today announced the launch of a new format of the 3M Confirm authentication products with floating image technology that helps to protect against counterfeiting and tampering. This new format offers multi-layered overt and covert security features, and allows for the incorporation of additional security and tracking features into the same label.

First introduced last April as the latest in a line of innovative security solutions, the Confirm authentication products with floating image technology from 3M feature an optically variable device (OVD) – a unique, overt security feature. The OVD image appears to “float” above or “sink” below the surface of the label and then disappear as the viewing angle changes, which enhances the brand with a visually attractive “wow” factor. Dramatic movement of the image is easy to detect and recognize using only the human eye, enabling quick and easy authentication that helps to prove the label and product are genuine.

“This fully customizable strip is ideal for any market segments that are known victims of counterfeiting or fraud, such as major branded electronics, automotive parts, apparel or pharmaceuticals,” said Bill Markovitz, marketing development manager, 3M Security Systems Division. “The additional functionality of the new format allows manufacturers, wholesalers and retailers to use just one label for easy authentication, bar codes, tracking and other additional security features, which cuts costs and increases efficiency and security.”

The new format builds on 3M’s proven retroreflective security technology – 3M Confirm security labels – which have been very well accepted in the security marketplace for more than 25 years. The floating image security feature enhances the inherent security of Confirm authentication labels and is based on 3M proprietary technology. Verification is easier than ever and can be accomplished by a diverse population.

For more than 30 years, 3M has provided premier security solutions and services that identify, authenticate, secure and track materials and information by combining security and productivity. Drawing on its broad technology base and expertise, 3M creates solutions for a wide array of security needs. Examples include issuance and authentication of travel documents and personal identification cards, brand and asset protection solutions to fight counterfeiting and tampering, file tracking solutions, and library security and workflow management solutions.

About 3M - A Global, Diversified Technology Company

Every day, 3M people find new ways to make amazing things happen. Wherever they are, whatever they do, the company’s customers know they can rely on 3M to help make their lives better. 3M’s brands include Scotch, Post-it, Scotchgard, Thinsulate, Scotch-Brite, Filtrete, Command and Vikuiti. Serving customers in more than 200 countries around the world, the people of 3M use their expertise, technologies and global strength to lead in major markets including consumer and office; display and graphics; electronics and telecommunications; safety, security and protection services; health care; industrial and transportation. For more information, including the latest product and technology news, visit [www.3M.com](http://www.3M.com).

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