

PRESS RELEASE

UNITED CAPS Honoured with Prestigious IMDA Award

Company lives up to its PERFORM commitment with MORPHOTONIX collaboration and award for Best Technical Achievement: Holographic Closure Technologies.

Wiltz, Luxembourg, 11 July 2019 – UNITED CAPS, an international manufacturer of caps and closures, today reported it was honoured with an IMDA award for Best Technical Achievement: Holographic Closure Technologies, for a holographic in-mold label jointly developed with MORPHOTONIX, a high-tech brand protection company.

The In-Mold Decorating Association (IMDA) is a trade association representing molders, label printers, material suppliers, equipment suppliers and others committed to the development and growth of in-mold labeling and decorating products, technologies and markets.

To create this unique and secure bio-inspired and sustainable closure design. MORPHOTONIX nano-engraved steel cavities with 130,000 dpi precision custom diffractive holograms, which were replicated by UNITED CAPS into the closures via injection molding. The cavities are seamlessly integrated in the molding line, and the closures are produced at standard speeds, with zero additional consumables. The irremovable security designs provide immediate verification without scanning.

“We also showed this innovative approach to security closures at ProPak Asia 2019 last month, where it received rave reviews due to its unmatched anti-counterfeiting performance and its attractive, attention-drawing appearance,” said Benoit Henckes, CEO of UNITED CAPS. “With an estimated US\$460 billion in counterfeit goods worldwide, counterfeit prevention has significant economic benefits, including protection of jobs and prevention of deaths due to counterfeit drugs. This holographic solution is one of two SMARTER anti-counterfeiting solutions we have demonstrated at ProPak Asia and other recent shows; the other one is QR+ technology, a combination of a QR code and secure fingerprint that helps brands enhance consumer confidence. It’s another example of how we leverage our market-driven pillars for differentiated total packaging solutions: RELATE – PERFORM - SUSTAIN. In this case, as an element of our PERFORM pillar, we have improved usability for consumers and productivity for customers by making it easier to quickly identify a genuine product.”

For more information about products and services from UNITED CAPS, please visit www.unitedcaps.com.

Image & Caption:



- **UC_pr19002_Closure:** Unique holographic UNITED CAPS anti-counterfeiting closure developed in collaboration with MORPHOTONIX.

ABOUT UNITED CAPS

UNITED CAPS is a global industry reference for the design and production of high performance plastic caps and closures. Extensive innovative capabilities and a broad portfolio of advanced standard and bespoke solutions make UNITED CAPS a preferred partner for the world's leading companies. We support our customers' value chain by safeguarding product integrity, assuring safety and consumer health, and ultimately protecting brand reputation. As a highly dynamic and flexible family-based group, UNITED CAPS offers end-to-end solutions to serve a wide range of applications and markets around the world. The company is headquartered in Luxembourg and has manufacturing facilities in Belgium, France, Germany, Hungary, Ireland, Luxembourg, Malaysia and Spain. Employing almost 600 people, UNITED CAPS's turnover amounts to 149 million Euros (as at end 2018).

www.unitedcaps.com



PRESS CONTACT

Monika Dürr

duomedia

monika.d@duomedia.com

+49 (0)6104 944895