



# Interactive Holographic Labels Promote Wine Provenance and Fight Fraud

The National Office of Vine and Vitivinicultural Products (ONVPV) in Romania is using holographic labelling from security printer Eltronis to promote the provenance of its regional wines and protect drinkers from potential counterfeiters.



The new labels combine an instantly identifiable holographic brand design with several layers of security features, including a unique code and serial number that enables verification online and via smartphones.

Consumers simply scan the QR code, which is uniquely linked to each bottle of wine. This provides access to a wide variety of information on the wine's pedigree and production, as well as confirming that it is genuine. If the scanned label contains an invalid or duplicate code, the ONVPV is automatically alerted.

The ONVPV oversees national vineyard management and winemaking in Romania and supports traditional methods of wine production in this designated geographical area.

Dorin Ștefan Dușa, General Manager at ONVPV, said: 'holographic markings that certify the origin and authenticity of wine are an important part in our efforts to promote our producers and a very effective tool against counterfeiters.

'With our latest label design, consumers can interact much more easily via their smartphones, giving them access to the latest information on their wines. This has proved very popular and already led to the annual volume of labels used by winemakers more than doubling – and we expect this upward trend to continue.'

Across the world, wine fraud is becoming increasingly prevalent, with online sales making it easier for fraudsters to trick consumers and replace genuine wines

with fakes. By adding a holographic label to wine bottles, the ONVPV is helping to counter this trend, promoting the provenance of the region and building protection against potential counterfeiting.

Founded in 2003, with headquarters in the UK and manufacturing in Eastern Europe, Eltronis used its experience of holographic techniques and materials gained from protecting high security identification documents in the production of this label. The holographic design contains multiple security features, making it difficult to reproduce, while the label material allows it to be applied to a variety of different substrates.

With high thermal, mechanical and chemical resistance the label cannot be removed without damaging it, thus making it impossible to reuse on other products. In addition, a special sub-surface printing technique is used for the variable data, making the label both more durable and extremely resistant to potential alteration.



Pete Smallwood, Business Development Manager for Eltronis, said: 'the use of holograms to identify and protect products of geographic importance is well known due to their highly visual effect and instant recognition by consumers'.

He went on to say: 'with the addition of the QR code and latest holographic features, not only are they delivering greater brand impact on shelf, their security has been taken to another level with this new design, combining the best of physical and digital protection'.