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Amagic Introduces **KOLDFOIL** Transparent Hologram

Amagic Holographics Inc., leading manufacturer of hot and cold stamping foil, holographic films and laser anti-counterfeit trademarks, has released their new KOLDfoil transparent hologram. The KOLDfoil transparent hologram is a transfer foil that contains a clear holographic image without the silver backing.

Applied with the use of the cold foil printing process, this transparent hologram will allow flexographic printers of labels, flexible packaging or folding cartons to apply a clear holographic image in-line with minimal capital investment. Cold foil printing is achieved by printing Amagic's specially formulated cold foil adhesive, foilKURE, with a standard photopolymer plate. The KOLDfoil transparent hologram is then laminated onto the wet adhesive which is then cured through a UV dryer. Once the adhesive is cured, the excess foil is then removed.

The KOLDfoil transparent hologram can either be applied on a specific pattern or can be used to completely cover an entire substrate. With a 600 watt/inch UV dryer, process speeds of up to 700 fpm can be easily be attained.

Amagic Holographics is a wholly owned subsidiary of K Laser



Amagic's KOLDfoil Transparent Hologram



K Laser's laser holographic imaging process

Technology. Nestled in the heart of Hsin-Chu, Taiwan (considered the silicon valley of Asia) K Laser recently completed their 15,000 square meter facility which houses the latest technology and equipment in holographic image origination.

The KOLDfoil transparent hologram is now available in hundreds of holographic patterns and can also be manufactured with a custom image at a minimal set-up charge.

Enter a new dimension in packaging decoration.

Application for the KOLDfoil transparent hologram are endless. From subtle decoration of cosmetic and perfume boxes to product authentication such as lottery tickets, passports, concert and sports events, ski lift passes, corporate badges, licenses, airline tickets and pre-paid phone cards.

With a clear transparent hologram, high end cosmetic companies are no longer limited in using holographic images with only a silver backing. They can now choose any color that they wish and then apply a holographic image on top.