

## **Nanotech Security Unveils LumaChrome Colour-shifting Film for Brand Protection**

2020-07-17

Nanotech Security Corp., a leader in the development of secure and memorable nano-optic security features used in the government and banknote and brand protection markets, is pleased to announce the expansion of its brand protection products with the launch of LumaChrome™ colour-shifting film into the brand protection market.

[Nanotech Security](#) has designed several unique colour combinations with multiple application formats exclusively for the brand protection marketplace.

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Nanotech's LumaChrome colour-shifting film is an established technology that has been used for decades with over 30 banknote denominations and multiple secure ID applications in over ten countries. LumaChrome offers quick, intuitive authentication through a crisp colour transition when the viewing angle is changed. It is a proven solution that is secure, simple to explain, and easy to recognize at multiple angles and variable lighting conditions.

An increasing number of brands are looking for solutions that allow the consumer to quickly validate their products and distinguish genuine goods from counterfeits. LumaChrome security film can be used for brand protection, anti-counterfeiting, and smart packaging in multiple industries including pharmaceuticals, cannabis, electronics, imaging supplies, etc.

"We have successfully enhanced our proven technology by developing a new colour palette exclusive to the brand protection market," said Troy Bullock, President and CEO of Nanotech. "By combining overprinted text and multiple application formats we are able to offer a

compelling new product for the brand protection market.”

LumaChrome colour-shifting film is produced at Nanotech’s highly secure production facility in Thurso, QC. The Company utilizes two large roll-to-roll optical thin film deposition coaters with the ability to operate up to four separate deposition zones simultaneously. Nanotech has the unique ability to produce highly customizable films with the capacity to deliver more than 250,000 m2 of the film a month.

Read the [original article](#) on Nanotech Security.