

Security Label Specialists.



# Welcome to Goldcrest,

where we've been designing and manufacturing high quality labels for over 35 years. During this time, the Company has become recognised as a market leader in the provision of innovative label and identification solutions to a wide customer base, including food & beverage labels, plain and high quality printed labels and specialist products such as scratch-off ink technology and security label solutions. The Goldcrest reputation has been built on the ability to offer bespoke solutions precisely matched to our customers' requirements.

Many of our security solutions are manufactured from 3M Label Materials, many of which utilise advanced adhesives and top-coat technology, which our specialist team are able to match with suitable thermal transfer ribbons or inks to provide the most suitable, cost effective offer for you.

## Which material for my application?

Our security label solutions are a group of products that offer non-transferable identification. Designed to show evidence of tampering when removal is attempted, these materials help prevent fraudulent warranty claims, product tampering, package opening and unauthorised entry. Typical application ideas are:

- Airline & automotive door & hatch security
- Asset labelling
- Package sealing
- Legislative labels
- Protective seals
- Forensic & search seals
- Pharmaceutical cap and package seals
- Cash cassette seals
- Duty-free goods seals
- Warranty & specification labels

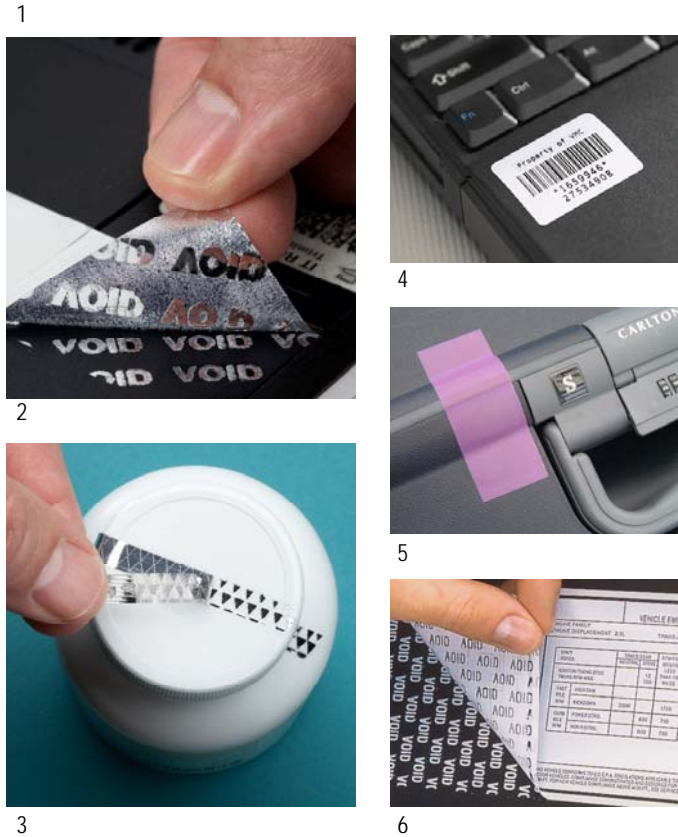
A large amount of material options are available and essentially fall into four areas:

- White and silver tamper-indicating polyester products
- Coloured tamper-indicating polyester products
- Ultra-destructible products
- High-visibility purple "STOP" products

## White & silver tamper-indicating polyester products

Our tamper-indicating white and silver polyester materials look like normal label materials. However, when an attempt to remove or transfer the label is made, a hidden message or pattern appears both in the label face and also on the substrate, indicating an attempt has been made to either remove the label or gain unauthorised access. A typical pattern is a "VOID" message or a "TRIANGLE" pattern, although custom messages can be provided.

Being based on a 50 micron polyester film, these products tend to be used in the more durable or demanding applications, such as longer-life labelling requirements.



1. Goldcrest manufacture customised label solutions from a wide range of security label materials from 3M, including white, silver and a range of coloured materials.
2. Warranty or asset labels must show evidence of tampering if removal is attempted.
3. Pharmaceutical cap seals must easily demonstrate evidence of tampering.
4. Asset tracking is an important operation in most companies who use high-value computer hardware or telecommunications equipment and must have peace of mind that labels cannot be transferred between equipment without showing evidence of tampering.
5. High visibility seals for luggage are a visible deterrent for opportunists and provide proof that the bag or case has not been opened during its journey.
6. Legislative labels must not be able to be transferred after application, as shown in the automotive application here for vehicle emission information.

## Coloured tamper-indicating polyester products

Our range of tamper-indicating coloured polyester materials work on the same principle as our white and silver products in that they provide a "VOID" or "TRIANGLE" destruct pattern. The advantage is that they provide a high visibility option without compromising the functionality of the label or seal. The yellow products, for example, are ideal for safety or warning labels. Please see overleaf for available options.



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## Ultra-destructible vinyl and acetate products

Ultra-destructible label materials feature a weak face material, usually vinyl or acetate, with a strong permanent adhesive. This combination means that when removal is attempted from most surfaces, the weak face material will fragment into tiny pieces, preventing one-piece removal. Labels of this type are generally used on smooth, flat surfaces for asset labelling or on packages, such as small boxes for lid seals. The fragility of these materials means that they are not recommended for heavily textured surfaces or compound curves.



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## High-visibility HDPE Purple "STOP" products

Purple "STOP" products are similar to "voiding" polyesters, but also have the added advantage of when removal is attempted, not only does a message appear in the face of the label, but the message colour appears pink on the previous purple background.

A number of options are available for these labels – a "permanent" version is available whereby once activated, a message appears in the face of the label and also a corresponding residue message is left behind on the substrate and two "removable" versions are available – one a low-tack removable product which is ideal for use on high surface energy smooth surfaces and a high-tack removable product, designed for use on lower surface energy or slightly textured surfaces. The removable adhesive versions are ideal where no residue footprint on the substrate is desirable after activation. If a small amount of residue does result after activation, the residue can be rubbed away with a finger from most surfaces.



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7. A range of coloured tamper-indicating materials are available in either "VOID" or "TRIANGLE" options for high visibility options.
8. Coloured tamper-indicating labels are ideal for warranty or warning labels as shown in the example here.
9. Additional security features can be "built-in" to our materials, such as UV-detectable inks or messages. Custom logos or text can also be supplied, as can special colours.
10. Ultra-destructible labels feature weak face materials which, when removal is attempted, fragment into tiny pieces, thus preventing one-piece removal from most surfaces
11. High visibility labels with a hidden "STOP" message are ideal for airline or automotive applications, where evidence of tampering needs to be seen from a distance and, when activated or removed, no residue is left behind.
12. A purple "STOP" seal showing the activated message.

## An expert package:

Whatever your labelling requirements, call us to discuss your individual requirements and experience a bespoke, cost-effective solution, designed and delivered by Goldcrest.

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# Product availability matrix for "standard" products

Security mechanism	Label Face Material													Availability		
	Matt White Polyester	Gloss White Polyester	Matt Silver Polyester	Bright Silver Polyester	Matt Yellow Polyester	Gloss Yellow Polyester	Matt Red Polyester	Gloss Red Polyester	Matt Blue Polyester	Gloss Blue Polyester	Matt White Vinyl	Matt White Acetate	Matt Clear Acetate		Matt White Polyethylene	Matt Purple HDPE
Destruct Pattern = "VOID"	●	●	●	●	●	●	●	●	●	●	○	○	○	○	○	<p>● Available as a standard construction</p> <p>○ Not available as a standard construction</p>
Destruct Pattern = "△"	●	○	●	○	○	○	●	●	●	●	○	○	○	○	○	
Destruct Pattern = "STOP" (LT <sup>1</sup> )	○	○	○	○	○	○	○	○	○	○	○	○	○	○	●	
Destruct Pattern = "STOP" (HT <sup>2</sup> )	○	○	○	○	○	○	○	○	○	○	○	○	○	○	●	
Ultra-destructible	○	○	○	○	○	○	○	○	○	○	●	●	●	●	○	

Notes:  
<sup>1</sup> Low-tack removable adhesive, suitable for smooth flat high surface energy (HSE) surfaces  
<sup>2</sup> High-tack removable adhesive, suitable for lower surface energy (LSE) surfaces & slight textures  
 The above matrix represents "standard" products – alternative combinations and custom constructions are possible – contact Goldcrest for options



Goldcrest have operated from our factory in Bicester for over 35 years. As a family business we have based our success on providing innovative cost effective solutions. Our state of the art presses allow us to supply plain or printed labels in all formats.

Extensive warehouse facilities allow us to stock bespoke customers product for flexible deliveries. We also hold a range of base materials to meet urgent requirements.

**Important Note to Purchasers:**

This technical information and data should be considered representative or typical only and should not be used for specification purposes. The information is intended as a guideline only. Users should carefully evaluate products or their application. This information refers to a selected range of 3M Label Materials. Contact us for details of our full range.

3M is a trademark of 3M Company.



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Converter of  
 Label Materials