



LUMINESCENCE

ILLUMINATION

THE LATEST NEWS AND INDUSTRY INSIGHT FROM LUMINESCENCE

We hope that this update, as 2014 comes to an end will help to summarise the past year and give some details of the things we are looking forward to in 2015.



2014 was a busy year for us with conferences and exhibitions in Chile, Paris, London, San Francisco, Milan, Denmark, Dubai, Montreal, Chicago and Cape Town. These were attended by 9 different members of the Luminescence sales team and provided a great chance to meet customers and other people in this industry. It sometimes involved hard work and long flights, but we also had a lot of fun and we look forward to seeing as many people as possible in our 2015 schedule:

Aslan, Middle East and African

High Security Printing 2015

19th - 21st January 2015

Manila,

The Philippines

<http://www.hsp-asia.com/>

SDW 2015

10th - 11th June 2015

London,

England

Stand number: L53

<http://www.sdw2015.com/>

High Security Printing 2015 Europe

23rd - 25th March 2015

Budapest,

Hungary

<http://www.hsp-europe.com/>

High Security Printing Latin America

22nd - 24th June 2015

Lima,

Peru

<http://www.hsp-latinamerica.com/>

Intergraf 2015

22nd - 24th April 2015

Copenhagen,

Denmark

Stand number: E5

<http://www.securityprinters.org/>

Label Expo Europe

29th September - 2nd October 2015

Brussels,

Belgium

Stand number: 7E44

<http://www.labelexpo-europe.com/>

CARTES USA

5th - 7th May 2015

Washington DC

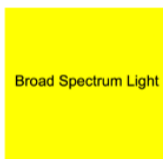
USA

Stand number: 400

<http://www.cartes-america.com/>

LightShift. A brand new product for 2015

Luminescence are pleased to announce the launch of a new product, **LightShift**, in 2015. This is an ink that changes colour depending on the nature of the light in which it is viewed. In broad spectrum light, such as daylight, the ink appears yellow, but when viewed in light that has multiple coloured peaks the ink changes to a pink shade. Many conventional indoor lights use the multi-peak light, so the ink can be easily verified in many environments. Luminescence are also looking for a variety of hand-help low cost devices to show the different colours and the contrast easily for document verification. This ink is currently only available for screen printing, but we are hopeful it may be available for other printing methods eventually.



Broad Spectrum Light



Multi-Peak Light

Introducing. New product labelling

In order to help our customers better understand the properties and printing technologies of our inks, Luminescence introducing a new standardised way to describe our inks on labels and all correspondence. This will mean that the primary ink colour will come first in uppercase, then the security properties (often more than one), then the drying or ink base type and finally the printing method. So the format can be described as:

COLOUR Feature1, Feature2 & Feature3 * Method
*Base/Drying/Substrate if applicable

So some examples of descriptions could include:
INVISIBLE Fluorescent Red UV Curing Offset
RED PMS485U IR Visible Polyfast Offset
VIOLET Fluor Red & Solvent Sensitive Offset
BLUE IR Invisible Paper-Wipe Intaglio
GOLD to GREEN Hi-Sec OpVar WB Screen



We hope this change will help increase the clarity and usability of our labeling. The descriptions, and all the other inks details, are also encoded into a data-matrix code on every ink supplied for customers to use for internal stock and record keeping. Customers can still request special customized descriptions or document details to be included on labels if preferred.

All the staff at Luminescence International Ltd would like to wish you a wonderful Christmas and a happy and successful 2015. We will not be mailing greeting cards this year, but instead will make a donation to the Ebola Crisis Appeal to help those suffering from this disease and to prevent its spread.

For a more information, please contact Nick Cooper nick@luminescence.co.uk

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