



HoloLam Plus[®] Elite[™]

ITW Specialty Films' patented HoloLam Plus[®] Elite[™] full-face holographic laminates are used to create some of the world's most distinctive cards. Available in standard metallized and holographic diffraction patterns as well as custom designs, HoloLam Plus Elite laminates are process-friendly, print-receptive, and engineered to exceed 150/IEC 7810. HoloLam Plus Elite is available in a range of formats: Classic for EMV chip cards and Premium for contactless and dual interface cards.

Exceptional Card Designs

HoloLam Plus Elite offers a wide variety of features and combined effects in laminated sheet form, including registered and/or non-registered holographic and bright metallic images all of which can be supplied on colored, white, or clear core. This gives card issuers incredible flexibility to design unique-looking cards that differentiate their brands and generate consumer demand.

Process Friendly

HoloLam Plus Elite sheets are surface treated to accept offset and silkscreen printing with standard and UV inks and to withstand the standard card lamination process. To further enhance ink adhesion, a primer can be added. The holographic images are laminated into the card, making them more durable than hot stamp holograms.

- Distinctive with stylish imagery to secure brand awareness
- Difficult for counterfeiters to reproduce
- True holographic or metallic appearance
- Process-friendly with full sheet economics
- Produces durable, long-lasting cards
- 180/IEC 7810 compliant

Applications

- Credit Cards
- Debit Cards
- Gift Cards
- ID Cards
- Loyalty Cards
- Retail Cards

ITW Specialty Films Advantage

ITW Specialty Films has an extensive history of developing and manufacturing innovative, high-performance, quality card manufacturing and personalization products. One of the world's largest manufacturers and distributors of card products, we have the experience, technology and resources to design, manufacture and deliver superior products and unsurpassed value-all from a single source supplier.

