

FOOTBALLING WORLD FIRST



The FIFA World Youth Championships which ended with a victory for Argentina were historic for a number of reasons, not least because they featured the first football tickets printed on the polymeric security substrate, Verifisec™.

Some 900,000 tickets were produced for the event. There were six separate designs for the initial rounds and semi-finals depicting the area around each of the six Argentinean stadiums and a further two designs for VIP tickets and tickets to the final.

Printed off-set by Casa da Moeda do Brasil, each ticket was individually laser personalised by Velton, Buenos Aires.

Verifisec™ from UCB Films (Wigton, Cumbria) is a highly specialised transparent polymeric substrate, selectively opacified to leave a clear window – a central anti-counterfeit device which prevents photocopying.

One of the windows in the youth championship tickets incorporated the complex official logo of the event. Another featured a “self-verification” device using metamerism effects.

The Verifisec™ window may also be used to introduce a host of security devices including transitory images or Diffractive Optically Variable Devices (DOVDs).

In addition to the clear window the Argentina 2001 tickets were produced with microtext shadow image and a security print design incorporating microtext

The decision to use a polymeric substrate rather than paper for the championship tickets was made jointly by the Argentinean Football Association (AFA) and FIFA to deter professional counterfeiters as well as to introduce a new technology for this application.

Another advantage of Verifisec™ is its durability. Tickets issued in advance of an event stay in mint condition because of their resistance to moisture and tearing and those kept as souvenirs after the championships will keep their good looks much longer than if they had been printed on paper.

The polymeric material can be printed using all the conventional processes from flexographic and letterpress through to offset, intaglio and digital printing techniques which means all the security features which might be applied to a paper product during printing are available.

Verifisec™ is generally supplied “press-ready” but in this instance the UCB Films Securities team acted as project managers, providing the AFA and FIFA with a total package as Market Development Manager Wayne Middleton explains:

“Because this was a first for the footballing associations involved we were happy to manage the entire project for them from concept to delivery.

“There is no other substrate on the market like Verifisec™ so it is important that marketing personnel, designers and printers take advantage of the technical expertise and support UCB Films is able to provide for initial projects.”

“The Verifisec™ tickets were well received by the AFA and FIFA as well as the general public. The football world has embraced this new technology and raised the levels of security in doing so.”

The Verifisec™ product range comprises uniquely identifiable polymeric substrates, each with subtly different properties for a wide range of security applications including vouchers, tickets, self-adhesive labels and tags.

By using a combination of clear and opaque substrates, in addition to print-applied security features, coatings and embossing they present a formidable challenge to potential counterfeiters.

Ends

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