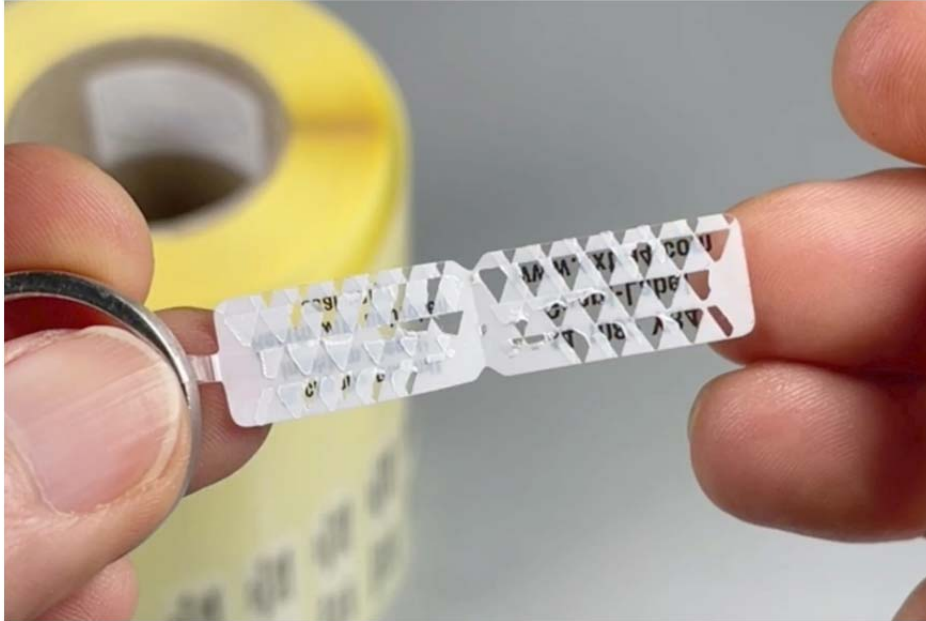


**Pressemitteilung / Press
Release**



**More protection for jewellery and watches
with PRIME-Guard Labels**

New labels from eXtra4 for upmarket security needs

Birkenfeld, 07.11.2022. Being able to recognise manipulations at first glance and prove them beyond doubt - that is what many jewellers and goldsmiths with an online shop want, especially for high-priced pieces. This is where PRIME-Guard Labels, a new type of security label from the eXtra Labelling Systems brand, come in. The decisive plus of the labels is based on a new adhesive technology. The label specialists at Ferdinand Eisele GmbH from Birkenfeld near Pforzheim have implemented their advantages in a new development with a special security approach for the jewellery and watch segment.

Guard Labels concept proven for years

PRIME-Guard Labels work with protection factors that Guard Labels

from eXtra4 bring to bear in principle. Since 2016, eXtra4 has been using self-destructing materials for security labels in combination with other protective factors, such as a clearly worded warning to prevent the abuse of consumer rights in the retail trade. Especially in e-commerce, returns fraud threatens to become a "trivial offence", which retailers are expected to tolerate with a wink. Consumer rights give the impression that used goods can be returned at any time and under any circumstances in order to get the purchase price back. Disturbing labels are unceremoniously removed and repositioned so that a violation of the law is not immediately recognisable and difficult to prove.

The protection provided by Guard Labels

Even existing Guard labels with splitting or crumble effect can impress online customers in terms of discernability and proof of tampering. A attempt splits the label material into non-adhesive layers or causes it to crumble into particles. The label cannot easily be reassembled to pretend an undamaged original condition and unused goods.

The PRIME-Guard Labels' Plus

PRIME-Guard Labels achieve an additional effect at this point due to their special adhesive technology: their material consists of transparent foil to which white, almost opaque permanent adhesive is applied. As soon as it sticks and an attempt is made to detach it

again, it tears in a defined structure and leaves an easily recognisable triangle pattern on the label.

This pattern can no longer be removed even if the adhesive surfaces are brought back together in their original position. The elastic adhesive has deformed due to the ripping process, so that the positive and negative of the pattern no longer match, which also considerably reduces the adhesive force.

Security seal with branding

Logo or brand name turn the functional security label into a seal that guarantees the pristine condition of goods marked with the brand.

The imprint can generally be done together with product data via thermal transfer printer. For this purpose PRIME-Guard Labels are available plain white from stock (ref. no. 44 1082 YR4). However, the design must always be limited to a artwork of lines, even if produced in professional colour printing, because the transparency of the material is essential for the security effect of PRIME-Guard Labels.

Standard Guard Labels, in contrast, can be manufactured with any design, including full-surface printing. eXtra4 realises this at a particularly favourable price via digital printing: Interested parties select their shape for the imprint from a pre-produced range of labels. Detailed information on this can be found in eXtra4 brochure for security labels. The functioning of both types of Guard labels is

illustrated by video tutorials on the eXtra4 website at
www.extra4.com.

Copyright for PRIME-Guard Labels

With the development of PRIME-Guard labels, Ferdinand Eisele once again underlines its claim as a label specialist who understands how to implement technological advances in a beneficial way, especially for users from the jewellery and watch sector. Accordingly, the company has had its new development legally protected. With its hand on the pulse of technology, eXtra4 in future wants to continue to show the industry new ways of labelling.

(4.001 digits incl. blancs)

Images with captions

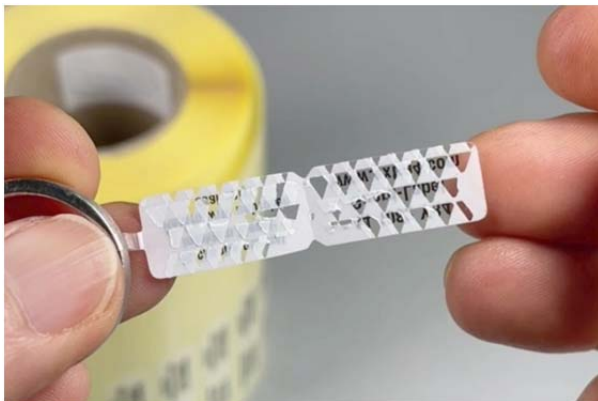


Fig.1: The security effect of PRIME-Guard Labels from eXtra4: a characteristic pattern after reopening



Fig.2: Even with thermal transfer printing, the security pattern of PRIME-Guard Labels is easily detectable after reopening



Fig.3: Once opened, the pattern effect cannot be revised even by precisely repositioning the label areas