

**Subject:** IHMA Member Newsletter – October 2021

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**From:** IHMA Member Newsletter

**To:** Philippe Sudan



**Members' Newsletter**

October 2021

## NEW BOARD MEMBERS

Following the retirement of Board member Brad Hilbert (Crown Roll Leaf), the IHMA is delighted to announce that Mark Deakes (De La Rue, and former Secretary General of the IHMA) has agreed to be co-opted onto the Board until the next Board election.



## NEW MEMBERS

We are pleased to welcome back two former members – Starr (Brazil) and All4Labels (Germany - formerly Hologram Company Rako). The membership now stands at 80.

# NEW WEBSITE

The new IHMA website continues to evolve. The members' section is now active, containing recent AGM presentations and minutes, and forms including the HIR manual. More forms and documents will be uploaded as they are developed, including the new HIR registration process (see below) and the Articles of Association, which are currently being updated.

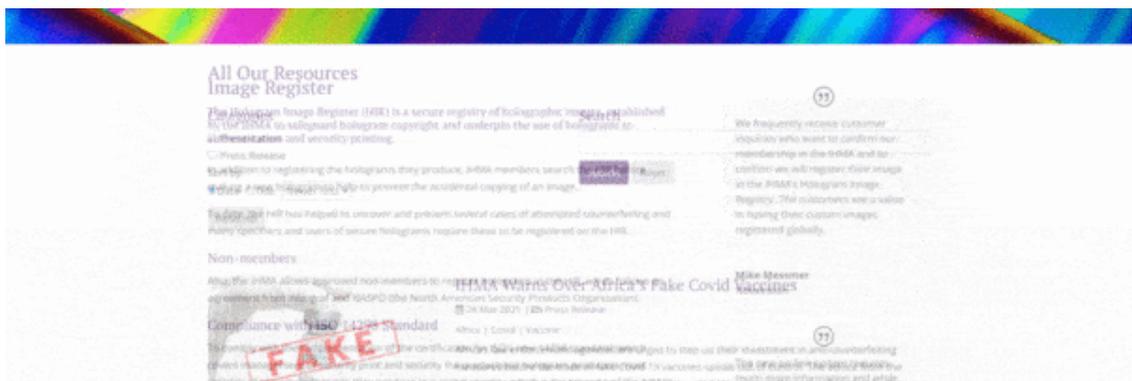
The members area also incorporates a revamped archive of Holography News, searchable by keywords.

In addition, it now hosts the monthly patent newsletters, another service provided to IHMA members. Given the difficulties in the past of sending these to members as attachments via email, members will receive a notification when the latest patent newsletter is available, and can then access the issue via the website.

A similar service will be provided shortly for the tender alerts too.

To register, simply [visit the Members Area tab](#) on the site. You will be required to register (one time only) and, once this has been approved, can readily access the site with your chosen username and password.

The next stage of website development will be a private area, where each member can store and access their own documents (eg. membership certificates) and create and manage their own profiles.



# HOLOGRAM IMAGE REGISTER

The new Hologram Image Register registration procedures which, as per members' requests, will be more dynamic and intuitive, will be available shortly and launched at the

forthcoming Holography Conference Online.

## IHMA WORKING GROUPS

The IHMA is creating a series of working groups to focus on specific areas of activity. The first two are:

**IHMA Partnerships** (group leaders Paul Dunn and Corinne Murcia). The objective of this working group is to forge closer alliances with organisations with shared interests. Preliminary discussions have already been held with the International Banknote Designers Association and the Document Security Alliance.

**Industry Sustainability** (group leaders Joanne Ogden and Anton Goncharky). With international climate change conference COP 26 taking place this week, the environment is uppermost in everyone's minds. Several industries are working on charters to reduce emissions, pollutants and consumption of raw materials and energy, helping their customers and their governments achieve their sustainability goals. The IHMA's Industry Sustainability Working Group is the start of that process for the holographic community.

Both working groups welcome the involvement of IHMA members. Please contact [info@ihma.org](mailto:info@ihma.org) if you would like be part of one, or the other, or both.

Separately, Reconnaissance has published a special report entitled Cash: A Roadmap to Sustainability – with case studies and best practice examples of what the currency industry is doing to be a 'good citizen'. IHMA members De La Rue, KURZ and Louisenthal are all featured in this report. [Click here](#) to download a copy.

## IHMA AWARDS





The deadline for nominations for the Annual Excellence in Holography Awards for 2021 has now passed. The entries will now be judged by the IHMA Board, and the winners announced in a special ceremony at the conclusion of the Holography Conference Online, on 18 November.

All the nominations will be showcased during the conference and, in addition to the five category winners, conference participants will also be invited to vote on their favourite, resulting in a sixth prize for the 'People's Choice'.

## THE HOLOGRAPHY CONFERENCE

**RECONNAISSANCE THE HOLOGRAPHY CONFERENCE™ Online**

**17–18 NOVEMBER 2021**

The annual forum for the global holography industry, showcasing the latest applications, technologies and techniques by users, producers and suppliers

As a reminder, this takes place 17-18 November. The programme has now been published and a number of IHMA members will be giving papers – including the IHMA itself (Dr Paul Dunn on the new HIR process), De La Rue, Optaglio, ZSST, KURZ, INCM and Holoflex.

The full programme can be viewed [here](#).

IHMA members receive a 25% discount on the registration fees. [Click here](#) to register.



**Paul Dunn**  
Chairman



**Serge Wsevolojksky**  
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