

Information

Orell Füssli Security Printing Ltd introduces its innovative Anniversary Banknote

*As a special highlight to mark its jubilee year, **Orell Füssli Security Printing** will introduce a new **house note**. This note was designed by the Swiss graphic artist **Christophe Métroz**. The Jubilee Note is the culmination of highly complex printing processes combining the latest security features. It will be presented for the first time at the **Intergraf conference in Copenhagen on October 23, 2019**.*

Planning for the 500th anniversary events began in 2015. Initial considerations eventually led to the idea of an Anniversary Banknote. To this end, a specific design competition was launched in 2016. Out of a group of five Swiss designers, Christophe Métroz secured the mandate in 2017 with his impressive concept. The Anniversary Note is a joint-collaboration of Orell Füssli Security Printing and its project partners KURZ, SICPA, KBA-NotaSys and Landqart.

The special nature of this note rests not only on the design: it is printed on three different banknote substrates: Durasafe®, standard cotton-based paper and Guardian™. In so doing, Orell Füssli Security Printing once again demonstrates its uniqueness in a context where few security printing companies can claim the expertise of generating products on a range of substrates.

The Anniversary Note illustrates to issuing authorities the world over that Orell Füssli has the capability of applying complex printing processes separately and successfully on each of the highlighted substrates, while simultaneously integrating the latest security features. 30,000 banknote sheets will be issued on each of the different substrates. For the sales team, this special Jubilee Note acts as a visual and tactile tool to demonstrate Orell Füssli Security Printing's unique selling points.

The Jubilee Note will be on display for the first time at the Intergraf Conference in Copenhagen from 23 to 25 October 2019. In order to get a foretaste, the website of Orell Füssli Security Printing (www.ofs.ch) will reveal a jigsaw puzzle piece each month. It will be on display in its entirety in October 2019 at the launch in Copenhagen.

The PR & Marketing Strategy for the 500th Anniversary Note is made up of various building blocks. Following the launch of the note in October 2019, all industry-relevant media will display published articles on the subject. In addition, Orell Füssli Security Printing envisages the following events:

- Development of an informative film depicting how the note was produced, in which selected printing and application processes are shown;
- A detailed presentation that describes the note from its genesis to its release;
- A microsite describing each security feature and associated booklet. The special features and Unique Selling Points of the Jubilee Note are thus presented and explained in full.

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Up to date information is available at:

<https://www.ofs.ch/en/events-news/news/>