



<b>To</b> :	All Manufacturers using FIA holograms	<b>Ref</b> :	FIASDH-17-005
<b>From</b> :	Yvan DEVIGNE	<b>Pages</b> :	1+2
<b>Date</b> :	29 June 2017		
<b>Subject</b> :	FIA HOLOGRAM APPLICATION PROCEDURE		

Dear Manufacturers,

The FIA holograms you are using are not only proof of the product being genuine but also proof of homologation. The FIA hologram has been designed to identify counterfeiting or illegal modifications of the label. It is highly secure as it contains specific hidden features that enables the FIA to identify genuine FIA holograms from counterfeited ones. It is also fragile, as it functions as a seal and therefore it will come apart if someone tries to peel it off or modify it.

In this context, you need to be aware that the key to making the FIA hologram work is installing it correctly. This requires it to be properly affixed by following a detailed procedure. This note clarifies the steps you must follow and gives recommendations.

With best regards,

Yvan DEVIGNE  
Email: [ydevigne@fia.com](mailto:ydevigne@fia.com)



## FIA HOLOGRAM APPLICATION PROCEDURE METHOD, RECOMMENDATIONS AND TIPS

The FIA hologram glue is the key application element. The glue ensures the performance and durability of the FIA hologram. It needs to be handled with care.

- **Storage**  
If exposed to an abnormal environment, the glue may easily lose its properties and not stick as strongly as it should.
- **Surface**  
If the surface is not clean, the glue will be contaminated.
- **Application**  
If touched with dirty fingers, the glue may become damaged.

Any issues with the glue will have an impact on its performance and durability. Below are recommendations to ensure that it is handled properly.

### 1. HOLOGRAM STORAGE

The glue has a lifetime, which can be strongly affected by environmental conditions related to storage. To make sure the glue retains its adhesive properties, it needs to be stored carefully:

- Keep it in its initial packaging until use.
- Keep away from water, heat and dust.
- It is highly recommended to store it at an ambient temperature (20-25°C) and humidity (50%).

### 2. PRODUCT SURFACE

If the FIA hologram is exposed to any contamination, it will no longer stick. For example, any exposure to heat, water or dust will contaminate the glue, thereby making it ineffective. Therefore the preparation of the surface is essential.

The surface:

- must be dry and clean before application (no particles or dust);
- must be free of any grease or adhesive residue;
- must be as flat as possible, without scratches.

Remove dust with a clean, soft cloth.

Clean the surface with a cleaning product to remove any grease. We recommend using brake-cleaner spray but, in this case, wait for the surface to dry.

### 3. HANDLING THE LABEL

FIA holograms are fragile and must be handled with care:

- Your hands must be clean and dry;
- Do not manipulate labels too much: they are destructible!
- Do not fold them;
- Do not touch the adhesive side;
- Keep away from water, heat and dust;
- After use, put the reel back into its packaging and seal it.



#### 4. APPLICATION TIPS

The FIA hologram needs to be applied carefully.

Once you peel off the protective layer, it will activate the gluing properties.

The first contact of the glue is called "tack". This tack may feel ineffective and not sticky: this is normal!

The real, powerful and long-lasting gluing effect will take some time to occur as it relies on a chemical reaction between the glue and the surface.

Once the protective layer has been removed, the FIA hologram must be used. The protective layer can no longer be put back on the hologram.

Once the hologram comes into contact with the surface (the tack), the FIA hologram cannot be moved, relocated or stored again.

To apply the hologram, it is recommended to:

- fold the backing to detach one corner;
- apply the label using the freed corner;
- apply the rest of the hologram from one side to the other;
- NEVER try to remove or reposition the label: tampering with the label will damage it, even if it is not visibly damaged;
- To ensure a good adhesion, press down with your fingers on the entire surface of the label.

Full adhesion will take at least **48 hours** after application.

