



Ensure™ Virtual Security Thread



Combats license plate counterfeiting
while protecting public safety and revenue.

Throw another roadblock in front of the bad guys.

The news media are full of stories about crimes and terrorist acts committed with the aid of fake license plates.

Criminals and terrorists often use motor vehicles in the planning and commission of robberies, murders, bombings and other acts of violence. Counterfeit plates are preferred because stolen plates are usually reported to authorities. Sophisticated criminals will find a vehicle of the same make, model, year and color as the one they plan to use and make a counterfeit plate with the same number. Police checking the plate against a motor vehicle database will find what appears to be a legitimate plate number matching that vehicle.

They'll find their counterfeiting schemes hanging by a thread.

These days, it's relatively easy for sophisticated criminals to create counterfeit license plates that are virtually indistinguishable from legitimate plates. Even common criminals with far fewer resources are capable of producing counterfeits.

No matter what the motive – from avoiding vehicle registration fees to circumventing extra fees levied on drivers coming into congested cities to bigger plots – the integrity of license plates is essential.

The Liverpool Daily Post & Echo Ltd October 10, 2003, Friday MOTORING: CAUGHT OUT BY THE CAR CLONE CROOKS

Cloning is where one car's identity is switched to another vehicle. A car thief who has stolen, for example, a silver Ford Focus, will scour car parks for a similar model and then have fake license plates made up with that car's number. Fitted to the stolen car, it then takes on a clean identity which would pass a basic check by the authorities.

Montreal Gazette April 3, 2002 Wednesday

Gagne testified at the murder trial of Hells Angels leader Maurice Boucher that his new skills came in handy to make a fake license plate out of copper for the getaway vehicle used in the 1997 killing of guard Pierre Rondeau.

Los Angeles Times November 28, 2001 Wednesday Home Edition

Israel had pulled troops out of Jenin only hours before the gunmen entered the center of Afula in a car with fake Israeli license plates.

India Today, July 2, 2001

The discovery of a plot to bomb the US Embassy in Delhi reveals the very long reach of the world's most wanted man, Osama bin Laden. His role in the plot was to provide the cars to be used in the bombings and equip them with fake license plates and engine numbers.

Always one step ahead.

3M scientists have developed another exciting security feature that makes it much more difficult to create a convincing counterfeit license plate.

New 3M Ensure™ Virtual Security Thread (VST) joins the 3M Ensure™ Emblem for license plates and registration stickers on the front lines of vehicle identification for increased security around the globe.

You'll know one when you see one

The 3M Ensure virtual security thread for license plates is easy for authorities to see, yet difficult for criminals to simulate. The virtual security thread runs vertically

through standard North American vehicle registration plates and horizontally through Euro-style plates for security and anti-counterfeiting purposes.

The security thread consists of two sinusoidal waves. One wave appears to float above while the second wave floats below the warranty marks within the retroreflective material of the license plate.

Like the security thread now used in some currencies, the Ensure virtual security thread is an indelible mark, providing a uniquely strong deterrent to counterfeiting.



Visible day and night from inside or outside a police vehicle.

Officers in the field can see the thread and verify the authenticity of a plate made with Ensure™ virtual security thread from safely inside or outside of their police vehicles.

It is clearly visible without special training or equipment – in both daylight and retroreflected light at night. And it doesn't interfere or conflict with the license plate design. The durable design of Ensure imaging products will last for the life of the license plate.

International advantage for security and registration revenue

3M™ Ensure™ images in 3M™ Retroreflective Sheeting were introduced in the early 1980s as a means of verifying the authenticity of license plates and registration stickers. The unique 3M Ensure image is an economical, advanced security system.

Now required in the specifications for license plates and registration stickers by many states and countries, Ensure images can help protect valuable vehicle registration revenue sources for municipalities, states and other jurisdictions. Now Ensure VST three-dimensional images make plates even more difficult to counterfeit and easier to verify – protecting the safety of citizens and police officers.

Customers comment

Customers comparing license plates made with Ensure virtual security thread and other security features say that the Ensure VST design:

- "Is easy to see. It would be more difficult to counterfeit."
- "Has the best anti-counterfeit measures. It would be the hardest to duplicate."
- "Stood out immediately; I liked the floating threads."
- "Changes when viewed from different angles...therefore the most difficult to duplicate."

Source: 3M market research report, March 2003



You know it's from 3M

Nothing quite compares to the combination of a powerful deterrent and the 3M advantage. As a security measure, the Ensure imaging system offers unique benefits. Because the Ensure images are embedded in 3M reflective sheeting, additional advantages include:

- **Visibility & Safety.** In night viewing situations, 3M reflective materials are up to 200 times brighter than non-reflective materials. License plates made from 3M reflective sheeting are clearly visible to law enforcement personnel as they check vehicle registration day or night. And the clear visibility helps prevent nighttime collisions with parked vehicles.
- **Durability.** 3M guarantees that plates made with our materials will maintain their visibility, legibility and color for at least five years. The Ensure™ emblem with a unique identification symbol and lot number is your assurance of 3M quality and performance.

License plates with the 3M Ensure seal and Ensure VST combine a security image that is unique to each state or country with an easy to verify three dimensional thread pattern.

For more information contact your 3M representative or call: 1-800-553-1380



3M Ensure Seal



3M Ensure VST



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