



Security stripe on G+D Green LongLife banknote wins "Excellence in Holography Award"

2023-11-23

Munich

Giesecke+Devrient

Giesecke+Devrient (G+D) is setting new standards in environmental protection and the intelligent use of resources with its [Green LongLife](#) substrate, enabling central banks to create a more sustainable cash cycle without compromising on security. The foil-based security element on the Green LongLife sample banknote has now received the "[Excellence in Holography Award](#)" from the International Hologram Manufacturers Association (IHMA).

In order to make the production and life cycle of banknotes more sustainable, G+D and its subsidiary Louisenthal launched the [Green Banknote Initiative](#) in 2022. While the sustainability platform has already achieved an important milestone in the field of green product solutions for banknotes with the introduction of the [IACA-awarded Green Banknote](#), G+D is now reducing the proportion of plastic and mineral-oil-based inks in banknotes markedly with the Green Longlife sample banknote. The increased use of renewable raw materials and alternative fibers such as certified organic cotton reduces carbon emissions. On top of this, the banknote has a double lifespan compared to a standard banknote.

Consistent, award-winning security

There are no compromises when it comes to security and counterfeit protection: All levels of security features – L1, L2 and L3 – can be embedded in the Green LongLife substrate. The security stripe is called [RollingStar LEAD Mix](#), and integrates perfectly into the banknote design. The micro-mirror effects create dynamics and color changes that enhance the banknote motifs and bring them to life. For this technology, the Green LongLife sample banknote has now received the IHMA's "[Excellence in Holography Award](#)" in the "Best Applied Security Product" category. The association presents the award annually to outstanding products or technologies introduced during the previous year that represent the best in the industry in terms of innovation and commercial potential.

"We are very proud that our Green LongLife sample banknote has been recognized by the industry so soon after its launch," says Christoph Gebauer, Senior Product Manager High Security Foil Products in the banknote production division at G+D. "This shows us that we are on the right track in our efforts to harmoniously combine sustainability and maximum security in our products. By combining a variety of complex technologies, we create unique and appealing banknotes with a particularly high recognition value."

Repurposing rather than recycling discarded banknotes

A more sustainable cash cycle cannot be achieved by producing green banknotes alone. That is why G+D is constantly developing new approaches to dealing with banknotes that are no longer fit for circulation. The [repurposing strategy](#) goes far beyond established recycling and takes into account the fact that there are numerous opportunities for a sustainable secondary use, especially for banknotes made from cotton substrates. With its repurposing approach, G+D promotes a range of technologies and alternatives – from composting to the recently introduced "Banknote Fiber Extraction" technology. With this technology, banknotes can be broken down into fibers during the destruction process instead of being shredded. The fibers can be briquetted and then reused in a variety of products including paper-based and cardboard packaging.

For more information see also: [Advanced Currency Management | G+D \(gi-de.com\)](#) ■



The holographic security element on the G+D Green LongLife sample banknote received the "Excellence in Holography Award".

About Giesecke+Devrient

Giesecke+Devrient (G+D) is a global SecurityTech company headquartered in Munich, Germany. G+D makes the lives of billions of people more secure. The company shapes trust in the digital age, with built-in security technology in three segments: Digital Security, Financial Platforms and Currency Technology.

G+D was founded in 1852 and today has a workforce of more than 14,000 employees. In the fiscal year 2022, the company generated a turnover of 2.53 billion euros. G+D is represented by 123 subsidiaries and joint ventures in 40 countries.

Further information: www.gi-de.com.