

Bus pass counterfeiting drops with switch to PPG TESLIN® substrate for secure and durable monthly passes



"PPG's TESLIN® substrate has proven to be a high-performing, high-value solution that enables a range of security and design features required by our top transport customers. It has alleviated our customers' counterfeiting issue and associated revenue loss. The pass is water-resistant, durable, and won't fade, delaminate or tear during a month of rigorous use."

K. MURUGAN

Managing Director, Sree Lakshmi Vilasam Press (SLVP)

Summary

- The Metropolitan Transport Corporation of Chennai (MTC), in Tamil Nadu, India, exposed a significant counterfeiting rate among the approximately 1.5 million (15 lakh) bus passes it was issuing annually.
- The State Transport Corporation (STC) of Tamil Nadu asked Sree Lakshmi Vilasam Press (SLVP) to develop a solution that would maintain key design elements and help curb document fraud of its paper passes.
- SLVP successfully employed *Teslin* substrate to make the pass more difficult to alter and replicate and easier to authenticate. *Teslin* substrate could be partially laminated and written on with a pen while providing increased document durability and customer design appeal.
- SLVP provided the STC of Tamil Nadu with this first-in-India solution that enabled the corporation to recover counterfeiting revenue losses while preserving its existing bus pass issuance model and infrastructure.



Challenge

Buses are a popular transportation mode across India, and many travelers obtain convenient monthly passes. The State Transport Corporation (STC) of Tamil Nadu is a government-owned transport corporation with more than 3,500 buses.

To produce its bus passes, STC works with Sree Lakshmi Vilasam Press (SLVP), a trusted, industry-leading printer in Tamil Nadu. SLVP has become the preferred printer for most Indian State Government Bus Transport Corporations, printing roughly half of all passes issued in India.

SLVP historically printed Chennai's bus passes on standard 120gsm art paper, partially laminated with 125-micron film. The custom design allowed a portion of the document to be written on with an ink pen.

STC Tamil Nadu authorities began detecting counterfeit passes and estimated that monthly, up to 10 percent of passes were fraudulent. The STC and SLVP recognized that they were relatively easy to counterfeit notably because they were made of regular paper stock widely available commercially.

STC asked SLVP for alternatives to deliver improved security and authentication without sacrificing critical material properties and performance.



Solution

SLVP assessed various plastic substrates, but none offered a viable solution. Offset printing and pen inks were not adhering well to the surfaces, and durability and lamination bond strength was limited.

SLVP recalled examples of durable government identification cards constructed with PPG TESLIN® substrate that carried a strong combination of security features. The material possessed all the performance attributes required for STC's ideal bus passes.

Teslin substrate offers a distinctive look and feel, different from paper and traditional plastics. It also provides outstanding durability, exceptional ease in printing, and superior lamination bond strength. Using almost any type of pen, officials can write directly on the passes to mark them permanently.

The unique properties of *Teslin* substrate ensure that inks and toners bind effectively with the material, allowing for remarkable clarity and color brilliance in typography and graphics. The material enables powerful mechanical bonds for tamper-evident, edgeless lamination that yields more aesthetically pleasing bus passes that can withstand daily use without tearing or degrading.



Results

With *Teslin* substrate, SLVP provided a bus pass solution that met all the STC's design requirements and mitigated counterfeit document issues. The new passes are easy to authenticate and more difficult to replicate which significantly curbed document fraud.

Fraud reduction was so successful in Chennai that by 2019, all Government Bus Transport Corporations in Tamil Nadu adopted the new solution featuring *Teslin* substrate. Additional transport authorities are also considering a switch in materials and design to repeat the success seen in Tamil Nadu.

By bringing the *Teslin* substrate solution to STC and other State Government Bus Transport Corporations, SLVP has realized a 100% increase in its revenue. Recognizing *Teslin* substrate's inherent durability, printability, and security properties SLVP also recommends it for other secure documents, including diplomas, certificates and identification cards.

About PPG TESLIN® Substrate Secure Document Solutions

Customers worldwide trust the distinctive, high-performing properties of *Teslin* substrate for their secure, high-use documents, such as bus passes and identification cards.

Teslin substrate delivers:

- Superior document durability and printability
- Exceptional mechanical bonding with inks and over-laminates
- Compatibility with all types of conventional and digital printing technologies
- Excellent write-ability and stamp-ability
- Crisp, vibrant, and colorful reproduction of photos, graphics, and text
- A range of options for embedded, printed, and additive security elements and features

Contact our experts at +1 724-325-5016 to put *Teslin* substrate to work for your secure document needs.

