



Formerly known as  IHMA

Certificate 2026

As a Member of the International Optical Technologies Association

DEMAX Holograms Plc

undertakes to operate its business in accordance with the following IOTA Code of Practice

1. Members of the IOTA undertake to operate their business in a manner which enhances the reputation of the industry and the IOTA. In dealings with each other, with customers and suppliers, members will observe the highest standards of business integrity and business ethics.
2. All IOTA members are bound by the IOTA's Articles of Association which oblige all members to follow this Code of Practice. A member in breach of this obligation, or otherwise operating in such a way as to bring the IOTA and the industry into disrepute, should be brought to the attention of the Board for notification to a General Meeting which is empowered to suspend the membership or expel from membership such companies.
3. All members will issue standard conditions of contract which will be available to all customers or potential customers. In dealings with customers or potential customers members will not knowingly misrepresent the characteristics and functioning of their products or their capabilities. Members will use their best endeavours to ensure that orders are delivered to customers as specified and on time.
4. Where by reason of factors outside their control, such as fire, flood, industrial unrest, bankruptcy or other factors, a member is unable to meet the contractual obligations for quantity or date delivery, then by agreement with the customer the member will endeavour to place that work with another IOTA member and will cooperate fully with that member. If required or necessary, and in strictest confidence, the IOTA will undertake the finding of a member to complete the order.
5. IOTA members will respect the intellectual property rights of their suppliers, subcontractors and other members of the industry.
6. Members undertake to operate within the Berne Convention and to make clear to customers and contractors who owns and/or has the rights to use the designs, drawings, artwork, master and sub-master plates of any given hologram or other security feature. The IOTA publishes guidelines to cover these matters.
7. Members undertake to use their best endeavours to protect their own, other producers' and customers' intellectual property rights, which will include the investigation of customers where these are not previously known to the member, and investigation of the design of all commissions where the customer supplies artwork (in whatever form), to ensure that the proposed image does not infringe any IPR and that any registered or pre-existing designs, logos etc incorporated into the image are used with the permission of the rights holder. Members will use all resources available to them to this end including the Security Image Register and/or other copyright registers approved by the IOTA for this purpose.
8. Where appropriate, members undertake to pay a royalty or a royalty waiver fee and to honour all contractual obligations to an artist or originator who has supplied holograms or other security features for reproduction.
9. IOTA members will operate within the environmental health and safety legislation that applies to them as a minimum standard of care and concern for the environment and the health and safety of their staff, customers and end users.
10. Every member of the IOTA accepts the responsibility of maintaining this Code of Practice and striving to enhance the reputation of the IOTA so that membership is seen to stand for quality and customer satisfaction.

SIGNED

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DATE

CHANDER JEENA, SECRETARY GENERAL

15/12/2025

DATE ISSUED



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