



York Racecourse

Product case study



The problem

York Racecourse, along with other racecourses, had a major problem with both counterfeit badges and tickets at most race meetings. This was resulting in a revenue loss equating to roughly £15,000 per meeting (conservative estimate).

The approach

API was approached to develop a low cost solution that could offer security on three levels. The first level requirement was for an overt verification device that could be printed on to both badges and tickets to enable staff to instantly validate entry to various racecourse areas. The second and third level of security was then provided by two covert features, which could be validated by trained inspectors using special equipment – one of which would be kept confidential for future use.

The solution

A custom hologram was produced using Hot Stamping Foil by API – providing an overt and bright design for easy verification by the gate staff. Embedded within the hologram were two covert features to provide refined security capability. To keep costs to a minimum, the product was manufactured in a grade suitable for both badges and tickets and was laser printer compatible. Since the holographic technology was introduced, there have been numerous race meetings at the course and not one incident of a counterfeit badge or ticket has been reported. There is now potential for API holographic technology to be adopted by other racecourses nationwide.

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