



ROLLING OPTICS

Press release

Rolling Optics launches **Fidaro™** — The Next Evolution in Anti-Counterfeit Solutions

Stockholm, Sweden, September 18, 2025 — **Rolling Optics** proudly announces the official launch of **Fidaro™**, a next-generation visual authentication solution designed to help brands combat counterfeiting through intuitive, consumer-friendly technology.

Fidaro™ represents a major leap forward in micro-optic innovation. It enables **instant product authentication** by end-users — with no need for special tools, lighting, or devices. By putting authentication into the hands of the consumer, Fidaro empowers brands with a direct, visible defense against counterfeiters.

“Fidaro is more than a security feature — it’s a storytelling platform and a trust-building tool. In a world where authenticity matters more than ever, Fidaro give brands a powerful way to engage with consumers while protecting their products,” said Axel Lundvall, CEO at Rolling Optics.

Engineered with a new generation of **patented optical effects**, Fidaro blends **striking visual appeal** with **multi-layered security**, enabling both overt and covert protection. Its flexible design architecture makes it ideal for a wide range of industries, including cosmetics and beauty, fashion and sportswear, pharma and health, industrial and high-value consumer goods.

Whether used on packaging, labels, or integrated in products, Fidaro offers **customizable visual effects** that enhance brand storytelling while seamlessly integrating optional digital security technology.

As pioneers in the micro-optics field, Rolling Optics continues to lead the industry with innovations that redefine brand protection. Fidaro is the culmination of years of R&D — and a bold step toward the future of authentication.

Fidaro™ is officially launched and can be seen at this year’s **LUXEPACK Monaco** (Sept. 29 – Oct. 1) and is then available for commercial deployment. **Visit Rolling Optics at LUXEPACK Monaco for a live demonstration.**

For more information, visit rollingoptics.com

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