

# Triple Take Goes for Low-Run Embossing

Triple Take Holographics (TTH), a two-person DCG hologram producer near San Diego, California, has decided to specialise in the production of low-run embossed holograms, seeing a niche that is neglected by the large embossed hologram producers.

TTH was established by husband-and-wife team Dinesh and Joy Padiyar in 1999 (see HN Vol 15, No 3), to produce decorative and technical DCG holograms. Dinesh has extensive experience, having trained at Richmond Holographic Studios (UK), after graduating from London University in physics, then working at Applied Holographics, Physical Optics Corporation and American Bank Note Holographics, where Joy was working as a holographer. They told Holography

News that Dinesh specialised in the technical design and origination of HOEs and similar custom-made work, while Joy is the image designer, modeller and production holographer.

They have a small catalogue of DCG image holograms but primarily design and produce HOEs and other technical holograms for clients, as prototypes or test products. They also accept commissions for advertising holograms, trade show work and similar.

But now they have concluded that this niche market is not large enough for their future, and have spotted another niche, as producers of embossed holograms in short runs – typically a few thousand up to 100-200,000. They envisage a market for book covers, certificates, corporate stationery, event

tickets and similar products.

TTH now has a 6" x 6" shim production facility and at present contracts the production, but the purchase of a table-top or free-standing narrow web embosser is planned later this year to produce both self-adhesive and hot-stamping foil holograms. They coat their own photoresists and have in-house metallising in an 18" bell vacuum chamber.

Confident of this market, but also aware of the need to expand their marketing, the pair has just hired Tyrone Crawford, a recent art & design graduate, to market TTH's products.

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