

ASSEMBLIES AND PROCESSES FOR PRODUCING OPTICAL EFFECT LAYERS
COMPRISING ORIENTED NON-SPHERICAL OBLATE MAGNETIC OR MAGNETIZABLE
PIGMENT PARTICLES

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FIELD OF THE INVENTION

[01] The present invention relates to the field of the protection of value documents and value or branded commercial goods against counterfeit and illegal reproduction. In particular, the present invention relates to optical effect layers (OELs) showing a viewing-angle dynamic appearance and optical effect, spinneable magnetic assemblies and processes for producing said OELs, as well as to uses of said OELs as anti-counterfeit means on documents and articles.

BACKGROUND OF THE INVENTION

[02] The use of inks, coating compositions, coatings, or layers, containing magnetic or magnetizable pigment particles, in particular non-spherical optically variable magnetic or magnetizable pigment particles, for the production of security elements and security documents is known in the art.

[03] Security features for security documents and articles can be classified into “covert” and “overt” security features. The protection provided by covert security features relies on the concept that such features are hidden to the human senses, typically requiring specialized equipment and knowledge for their detection, whereas “overt” security features are easily detectable with the unaided human senses. Such features may be visible and/or detectable via the tactile senses while still being difficult to produce and/or to copy. However, the effectiveness of overt security features depends to a great extent on their easy recognition as a security feature, because users will only then actually perform a security check based on such security feature if they are aware of its existence and nature.

[04] Coatings or layers comprising oriented magnetic or magnetizable pigment particles are disclosed for example in US 2,570,856; US 3,676,273; US 3,791,864; US 5,630,877 and US 5,364,689. Magnetic or magnetizable pigment particles in coatings allow for the production of magnetically induced images, designs and/or patterns through the application of a corresponding magnetic field, causing a local orientation of the magnetic or magnetizable pigment particles in the unhardened coating, followed by hardening the latter to fix the particles in their positions and orientations. This results in specific optical effects, i.e. fixed magnetically induced images, designs or patterns which are highly resistant to counterfeiting. The security elements based on oriented magnetic or magnetizable pigment particles can only be produced by having access to both, the magnetic or magnetizable pigment particles or a corresponding ink or coating composition comprising said particles, and the particular technology employed for applying said ink or coating composition and for orienting said pigment particles in the applied ink or coating composition, followed by hardening said ink or composition.

[05] “Moving-ring” effects have been developed as efficient security elements. Moving-ring effects consist of optically illusive images of objects such as funnels, cones, bowls, circles, ellipses, and hemispheres that appear to move in any x-y direction in the plane of the coating as a

function of the chosen illumination or observation angles, i.e. of the tilt angles of said optical effect layer. Means and methods for producing moving-ring effects are disclosed for example in EP 1 710 756 A1, US 8,343,615, EP 2 306 222 A1, EP 2 325 677 A2, and US 2013/084411.

[06] WO 2011/092502 A2 discloses an apparatus for producing moving-ring images displaying an apparently moving ring with changing viewing angle. The disclosed moving-ring images can be obtained or produced with the help of a magnetic field produced by the combination of a soft-magnetic sheet and a spherical magnet having its magnetic axis perpendicular to the plane of the coating layer and disposed below said soft-magnetic sheet.

[07] A need remains for different security features based on oriented magnetic particles in inks or coating compositions, displaying bright eye-catching optical effects, which are easily verified by the unaided eye, which are difficult to produce on a mass-scale with the equipment available to a counterfeiter, but can be provided in a large number of different shapes and colors using a same equipment at the security printer.

SUMMARY OF THE INVENTION

[08] Accordingly, it is an object of the present invention to provide an optical effect layer (OEL) which exhibits a viewing-angle dependent apparent motion and viewing-angle dynamic appearance. It is particularly desirable to provide such OEL as an improved easy-to-detect overt security feature, or in addition or alternatively as a covert security feature, e.g. in the field of document security. According to a further object, such OEL is also suitable for decorative purposes.

[09] The present invention provides optical effect layers (x10; OEL) comprising non-spherical oblate magnetic or magnetizable pigment particles, said non-spherical oblate magnetic or magnetizable pigment particles being oriented according to an orientation pattern,

wherein the orientation pattern is circularly symmetric around a center of rotation, wherein the non-spherical oblate magnetic or magnetizable pigment particles at at least two, preferably four, distinct locations x_i along any selected diameter of the OEL have an average zenithal deflection angle φ' at location x_i and an average azimuth angle θ with respect to the selected diameter at the same location x_i that satisfy the condition $|\varphi' \sin(\theta)| \geq 10^\circ$, preferably $\geq 15^\circ$,

and said optical effect layer providing an optical impression of at least one circularly moving spot or at least one comet-shaped spot rotating around said center of rotation upon tilting said OEL.

[010] Also described herein are uses of the optical effect layer (OEL) described herein for the protection of a security document or article against counterfeiting or fraud or for a decorative application.

[011] Also described herein are security documents or decorative elements or objects comprising one or more of the optical effect layers (OELs) described herein.

[012] Suitable spinneable magnetic assemblies (x00) having a spinning axis do not comprise any vertical mirror plane on the spinning axis. The suitable spinneable magnetic assemblies (x00) lead to the OEL providing the visual impression of at least one circularly moving spot rotating or at

least one comet-shaped spot rotating around the center of rotation described herein upon tilting and rotating said OEL. The spinneable magnetic assemblies (x00) described herein have an axis of spinning for producing the optical effect layer (OEL) (x10) described herein and comprise:

- a) a first magnetic-field generating device (x30) comprising at least one pair of two bar dipole magnets (x31) at least partially or fully embedded in a supporting matrix (x32), each of said bar dipole magnets (x31) having its North-South magnetic axis substantially parallel to the axis of spinning, said two bar dipole magnets (x31) of the at least one pair having opposite magnetic field directions and being arranged in a symmetric configuration around the axis of spinning along a line (α), and
- b) a second magnetic-field generating device (x40) comprising
 - b1) a disc-shaped dipole magnet (x41) having its North-South magnetic axis substantially perpendicular to the axis of spinning,
 - b2) a loop-shaped, preferably a ring-shaped, dipole magnet (x41) having its North-South magnetic axis substantially perpendicular to the axis of spinning,
 - b3) a bar dipole magnet (x41) having its North-South magnetic axis substantially perpendicular to the axis of spinning and arranged on the axis of spinning, and/or
 - b4) at least one pair of two bar dipole magnets (x41), each of said bar dipole magnets (x41) having its North-South magnetic axis substantially parallel to the axis of spinning, said two bar dipole magnets (x41) of the at least one pair having opposite magnetic field directions and being arranged in a symmetric configuration around the axis of spinning along a line (β),

wherein the projection of the line (α) where the bar dipole magnets (x31) of the at least one pair of the first magnetic-field generating device (x30) are arranged and the projection of the magnetic axis of the second magnetic-field generating device (x40) form along the axis of spinning onto a plane perpendicular to the axis of spinning an angle (Ω) either in the range from about 5° to about 175° or in the range from about -5° to about -175°, preferably in the range from about 15° to about 165° or in the range from about -15° to about -165°.

[013] Also described herein are printing apparatuses for producing the optical effect layer (OEL) described herein on a substrate such as those described herein, wherein said printing apparatuses comprise at least one of the spinneable magnetic assemblies (x00) described herein. The printing apparatus described herein comprises a rotating magnetic cylinder comprising at least one of the spinneable magnetic assemblies (x00) described herein or a flatbed unit comprising at least one of the spinneable magnetic assemblies (x00) described herein.

[014] Also described herein are uses of the spinneable magnetic assembly (x00) described herein and the printing apparatus described herein for producing the optical effect layer (OEL) described herein on a substrate such as those described herein.

[015] Also described herein are processes for producing the optical effect layer (OEL) described herein on a substrate (x20) and optical effect layers (OEL) obtained thereof, said processes comprising the steps of:

- i) applying on the substrate (x20) surface the radiation curable coating composition comprising non-spherical oblate magnetic or magnetizable pigment particles described herein, said radiation curable coating composition being in a first state;
- ii) exposing the radiation curable coating composition to a magnetic field of the spinning magnetic assembly (x00) described herein or the printing apparatus described herein so as to orient at least a part of the non-spherical oblate magnetic or magnetizable pigment particles; and
- iii) at least partially curing the radiation curable coating composition of step ii) to a second state so as to fix the non-spherical oblate magnetic or magnetizable pigment particles in their adopted positions and orientations.
- [016]** Also described herein are methods of manufacturing a security document or a decorative element or object, comprising a) providing a security document or a decorative element or object, and b) providing an optical effect layer such as those described herein, in particular such as those obtained by the process described herein, so that it is comprised by the security document or decorative element or object.
- [017]** The present invention provides reliable means and methods to protect security documents and articles as to their authenticity. The security features described herein have an aesthetic appearance, can be produced in a wide variety of embodiments and forms, so as to integrate well into design specifications, and are easily recognized with the unaided human eye. On the other hand, they are not easily produced, requiring a dedicated set-up at the security printer for their production, which is integrated into the printing machine and which runs at full production speed.

BRIEF DESCRIPTION OF DRAWINGS

- Fig. 1A-B** schematically illustrates the visual appearance of an optical effect layer (OEL) (110) exhibiting a circularly moving comet-shaped spot according to the present invention, wherein said OEL as seen under orthogonal view when said OEL is sequentially illuminated from each of the four cardinal points (N, E, S and W) with four illumination sources as illustrated in Fig. 1B.
- Fig. 2A** schematically illustrates a particle orientation pattern according to the present invention, along a selected diameter (212) in the (x, y)-plane of the OEL and emanating from its origin (211).
- Fig. 2B** gives a schematic representation of the characteristic reflection properties of the oriented non-spherical oblate magnetic or magnetizable pigment particles of an OEL (210) on a substrate (220) according to the present invention, said orientation pattern being illustrated along a selected diameter (212) of the OEL.
- Fig. 2C** schematically illustrates the coordinate system (x, y, z, ϕ , θ) used to describe position and orientation of the non-spherical oblate magnetic or magnetizable pigment particles comprised in the OEL of the present invention.
- Fig. 2D** describes the effect of the refractive index n of the coating composition onto the reflected beam exit angle ϕ' at orthogonal incidence, wherein ϕ is the particle's inclination angle with respect to the plane of the OEL.

Fig. 3A schematically illustrates a spinneable magnet assembly of the prior art for producing a dome-type OEL.

Fig. 3B shows a circularly symmetric OEL exhibiting a dome-type effect obtained with the spinning magnet assembly depicted in Fig. 3A according to the prior art.

- 5 **Fig. 3C** gives, in (ϕ', θ) graphical representation, the measured particle orientation at several locations x_i along a selected diameter through the origin of the OEL obtained with the spinning magnet assembly depicted in Fig. 3A.

Fig. 3D schematically illustrates a spinneable magnet assembly of the prior art, for producing a ring-type OEL.

- 10 **Fig. 3E** shows a circularly symmetric OEL exhibiting a ring type effect obtained with the spinning magnet assembly depicted in Fig. 3D according to the prior art.

Fig. 3F gives, in (ϕ', θ) graphical representation, measured particle orientations at several locations x_i along a selected diameter through the origin of the OEL obtained with the spinning magnet assembly depicted in Fig. 3D.

- 15 **Fig. 4A** schematically illustrates the working principles of conosopic scatterometry used to measure the reflected beam directions in the OELs shown therein.

Fig. 4B schematically illustrates a complete reflection conosopic scatterometer setup, as used for determining the orientation of pigment particles in the OEL.

- Fig. 5A1, 5B1-B2** schematically illustrate a spinneable magnetic assembly (500) for producing an optical effect layer (OEL) (510) on a substrate (520) surface, wherein said spinneable magnetic assembly (500) has an axis of spinning (arrow) which upon use to produce the OEL is substantially perpendicular to the substrate (520) surface, wherein the spinneable magnetic assembly comprises a) a first magnetic-field generating device (530) comprising a pair of two bar dipole magnets (531) at least partially embedded in a disc-shaped supporting matrix (532) and b)
- 20 a second magnetic-field generating device (540) comprising a disc-shaped dipole magnet (541) having its North-South magnetic axis substantially perpendicular to the axis of spinning and substantially parallel to the substrate (540) surface and being diametrically magnetized. Each of the two bar dipole magnets (531) of the first magnetic-field generating device (530) has its North-South magnetic axis substantially parallel to the axis of spinning and substantially perpendicular to the substrate (520) surface. The two bar dipole magnets (531) have opposite magnetic field directions and are arranged in a symmetric configuration around the axis of spinning along a line (α), said line (α) consisting of a symmetry axis, in particular a diameter, of the disc-shaped supporting matrix (532). The first magnetic-field generating device (530) is coaxially placed on top of the second magnetic-field generating device (540).

- 35 **Fig. 5A2** schematically illustrates the angle (Ω) between the projection of the line (α) where the two bar dipole magnets (531) of the first magnetic-field generating device (530) are arranged and the projection of the magnetic axis of the disc-shaped dipole magnet (541) of the second magnetic-field generating device (540) along the axis of spinning onto a plane perpendicular to the axis of spinning.

- 40 **Fig. 5C** shows pictures of an OEL obtained by using the magnetic assembly illustrated in Fig. 5A1,

as seen from a fixed position as the sample is tilted from -30° to $+30^\circ$.

Fig. 5D gives, in (φ', θ) graphical representation, measured particle orientations at several locations x_i along a selected diameter through the origin of the OEL obtained with the spinning magnet assembly depicted in Fig. 5A1.

- 5 **Fig. 6A1, 6B1-B2** schematically illustrate a spinneable magnetic assembly (600) for producing an optical effect layer (OEL) (610) on a substrate (620) surface, wherein said spinneable magnetic assembly (600) has an axis of spinning (arrow) which upon use to produce the OEL is substantially perpendicular to the substrate (620) surface, wherein the spinneable magnetic assembly comprises a) a first magnetic-field generating device (630) comprising two pairs (D1, D2) of two bar dipole magnets (631) at least partially embedded in a disc-shaped supporting matrix (632) and b) a second magnetic-field generating device (640) comprising a disc-shaped dipole magnet (641) having its North-South magnetic axis substantially perpendicular to the axis of spinning and substantially parallel to the substrate (620) surface and being diametrically magnetized. Each of the four bar dipole magnets (631) of the first magnetic-field generating device 15 (630) has its North-South magnetic axis substantially parallel to the axis of spinning and substantially perpendicular to the substrate (620) surface. Each pair comprises two bar dipole magnets (631) having opposite magnetic field directions and is arranged in a symmetric configuration around the axis of spinning along a same line (α), said line (α) consisting of a symmetry axis, in particular a diameter, of the disc-shaped supporting matrix (632). The first 20 magnetic-field generating device (630) is coaxially placed on top of the second magnetic-field generating device (640).

Fig. 6A2 schematically illustrates the angle (Ω) between the projection of the line (α) where the four bar dipole magnets (631) of the first magnetic-field generating device (630) are arranged and the projection of the magnetic axis of the disc-shaped dipole magnet (641) of the second 25 magnetic-field generating device (640) along the axis of spinning onto a plane perpendicular to the axis of spinning.

Fig. 6C shows pictures of an OEL obtained by using the magnetic assembly illustrated in Fig. 6A1, as seen from a fixed position as the sample is tilted from -30° to $+30^\circ$.

- Fig. 6D** gives, in (φ', θ) graphical representation, measured particle orientations at several locations 30 x_i along a selected diameter through the origin of the OEL obtained with the spinning magnet assembly depicted in Fig. 6A1.

Fig. 7A1, 7B1-B2 schematically illustrate a spinneable magnetic assembly (700) for producing an optical effect layer (OEL) (710) on a substrate (720) surface, wherein said spinneable magnetic assembly (700) has an axis of spinning (arrow) which upon use to produce the OEL is substantially perpendicular to the substrate (720) surface, wherein the spinneable magnetic assembly comprises a) a first magnetic-field generating device (730) comprising two pairs (D1, D2) of two bar dipole magnets (731) at least partially embedded in a disc-shaped supporting matrix (742) and b) a second magnetic-field generating device (740) comprising a disc-shaped dipole magnet (741) having its North-South magnetic axis substantially perpendicular to the axis of 35 spinning and substantially parallel to the substrate (720) surface and being diametrically 40

magnetized. Each of the four bar dipole magnets (731) of the first magnetic-field generating device (730) has its North-South magnetic axis substantially parallel to the axis of spinning and substantially perpendicular to the substrate (720) surface. Each pair comprises two bar dipole magnets (731) having opposite magnetic field directions and is arranged in a symmetric configuration around the axis of spinning along a same line (α), said line (α) consisting of a symmetry axis, in particular a diameter, of the disc-shaped supporting matrix (742). The first magnetic-field generating device (730) is coaxially placed below the second magnetic-field generating device (740).

Fig. 7A2 schematically illustrates the angle (Ω) between the projection of the line (α) where the four bar dipole magnets (731) of the first magnetic-field generating device (730) are arranged and the projection of the magnetic axis of the disc-shaped supporting matrix (742) of the second magnetic-field generating device (740) along the axis of spinning onto a plane perpendicular to the axis of spinning.

Fig. 7C shows pictures of an OEL obtained by using the magnetic assembly illustrated in Fig. 7A1, as seen from a fixed position as the sample is tilted from -30° to $+30^\circ$.

Fig. 7D gives, in (φ', θ) graphical representation, measured particle orientations at several locations x_i along a selected diameter through the origin of the OEL obtained with the spinning magnet assembly depicted in Fig. 7A1.

Fig. 8A1, 8B1-B2 schematically illustrate a spinneable magnetic assembly (800) for producing an optical effect layer (OEL) (810) on a substrate (820) surface, wherein said spinneable magnetic assembly (800) has an axis of spinning (arrow) which upon use to produce the OEL is substantially perpendicular to the substrate (820) surface, wherein the spinneable magnetic assembly comprises a) a first magnetic-field generating device (830) comprising a pair of two bar dipole magnets (831) at least partially embedded in a disc-shaped supporting matrix (832) and b) a second magnetic-field generating device (840) comprising a bar dipole magnet (841) having its North-South magnetic axis substantially perpendicular to the axis of spinning and substantially parallel to the substrate (820) surface and being at least partially embedded in the same disc-shaped supporting matrix (832). Each of the two bar dipole magnets (831) of the first magnetic-field generating device (830) has its North-South magnetic axis substantially parallel to the axis of spinning and substantially perpendicular to the substrate (820) surface. The two bar dipole magnets (831) have opposite magnetic field directions and are arranged in a symmetric configuration around the axis of spinning along a line (α), said line (α) consisting of a symmetry axis, in particular a diameter, of the disc-shaped supporting matrix (832). The second magnetic-field generating device (840) comprising the bar dipole magnet (841) is arranged on the axis of spinning and is arranged in the same plane as the two bar dipole magnets (831) of the first magnetic-field generating device (830).

Fig. 8A2 schematically illustrates the angle (Ω) between the projection of the line (α) where the two bar dipole magnets (831) of the first magnetic-field generating device (830) are arranged and the projection of the magnetic axis of the bar dipole magnet (841) of the second magnetic-field generating device (840) along the axis of spinning onto a plane perpendicular to the axis of

spinning.

Fig. 8C shows pictures of an OEL obtained by using the magnetic assembly illustrated in Fig. 8A1, as seen from a fixed position as the sample is tilted from -30° to $+30^\circ$.

Fig. 8D gives, in (ϕ', θ) graphical representation, measured particle orientations at several locations x_i along a selected diameter through the origin of the OEL obtained with the spinning magnet assembly depicted in Fig. 8A1.

Fig. 9A1, 9B1-B2 schematically illustrate a spinneable magnetic assembly (900) for producing an optical effect layer (OEL) (910) on a substrate (920) surface, wherein said spinneable magnetic assembly (900) has an axis of spinning (arrow) which upon use to produce the OEL is substantially perpendicular to the substrate (920) surface, wherein the spinneable magnetic assembly comprises a) a first magnetic-field generating device (930) comprising a pair of two bar dipole magnets (931) at least partially embedded in a disc-shaped supporting matrix (932) and b) a second magnetic-field generating device (940) comprising a bar dipole magnet (941-a) having its North-South magnetic axis substantially perpendicular to the axis of spinning and substantially parallel to the substrate (920) surface and c) a second magnetic-field generating device comprising a disc-shaped dipole magnet (941-b) having its North-South magnetic axis substantially perpendicular to the axis of spinning and substantially parallel to the substrate (920) surface and being diametrically magnetized. Each of the two bar dipole magnets (931) of the first magnetic-field generating device (930) has its North-South magnetic axis substantially parallel to the axis of spinning and substantially perpendicular to the substrate (920) surface. The two bar dipole magnets (931) have opposite magnetic field directions and are arranged in a symmetric configuration around the axis of spinning along a line (α), said line (α) consisting of a symmetry axis, in particular a diameter, of the disc-shaped supporting matrix (932). The second magnetic-field generating device (940) comprising the bar dipole magnet (941-a) is arranged on the axis of spinning and is arranged in the same plane as the two bar dipole magnets (931) of the first magnetic-field generating device (930) and the disc-shaped dipole magnet (941-b) is coaxially placed below the first magnetic-field generating device (930).

Fig. 9A2 schematically illustrates the angle (Ω) between the projection of the line (α) where the two bar dipole magnets (931) of the first magnetic-field generating device (930) are arranged and the projection of the magnetic axis of the disc-shaped dipole magnet (941-b) of the second magnetic-field generating device (940) along the axis of spinning onto a plane perpendicular to the axis of spinning.

Fig. 9C shows pictures of an OEL obtained by using the magnetic assembly illustrated in Fig. 9A1, as seen from a fixed position as the sample is tilted from -30° to $+30^\circ$.

Fig. 9D gives, in (ϕ', θ) graphical representation, measured particle orientations at several locations x_i along a selected diameter through the origin of the OEL obtained with the spinning magnet assembly depicted in Fig. 9A1.

Fig. 10A1, 10B1-10B2 schematically illustrate a spinneable magnetic assembly (1000) for producing an optical effect layer (OEL) (1010) on a substrate (1020) surface, wherein said spinneable magnetic assembly (1000) has an axis of spinning (arrow) which upon use to produce

the OEL is substantially perpendicular to the substrate (1020) surface, wherein the spinneable magnetic assembly comprises a) a first magnetic-field generating device (1030) comprising a pair of two bar dipole magnets (1031) at least partially embedded in a disc-shaped supporting matrix (1032) and b) a second magnetic-field generating device (1040) comprising a bar dipole magnet (1041) comprising a pair of two bar dipole magnets (1041-a) at least partially embedded in the same disc-shaped supporting matrix (1032), wherein the two bar dipole magnets (1031) of the first magnetic-field generating device (1030) are arranged in a symmetric configuration around the axis of spinning along a line (α), said line (α) consisting of a symmetry axis, in particular a diameter, of the disc-shaped supporting matrix (1032) and wherein the two bar dipole magnets (1041) of the second magnetic-field generating device (1040) are arranged in a symmetric configuration around the axis of spinning along a line (β), said line (β) consisting of a symmetry axis, in particular a diameter, of the disc-shaped supporting matrix (1032) different from the line (α). Each of the two bar dipole magnets (1031) of the first magnetic-field generating device (1030) has its North-South magnetic axis substantially parallel to the axis of spinning and substantially perpendicular to the substrate (1020) surface. Each of the two bar dipole magnets (1041) of the second magnetic-field generating device (1040) has its North-South magnetic axis substantially parallel to the axis of spinning and substantially perpendicular to the substrate (1020) surface, with the North pole of said two bar dipole magnets (1041) pointing in the opposite direction.

Fig. 10A2 schematically illustrates the angle (Ω) between the projection of the line (α) where the two bar dipole magnets (1031) of the first magnetic-field generating device (1030) are arranged and the projection of the line (β) where the two bar dipole magnets (1041) of the second magnetic-field generating device (1040) are arranged along the axis of spinning onto a plane perpendicular to the axis of spinning.

Fig. 10C shows pictures of an OEL obtained by using the magnetic assembly illustrated in Fig. 10A1, as seen from a fixed position as the sample is tilted from -30° to $+30^\circ$.

Fig. 10D gives, in (φ', θ) graphical representation, measured particle orientations at several locations x_i along a selected diameter through the origin of the OEL obtained with the spinning magnet assembly depicted in Fig. 10A1.

Fig. 11A-B shows as shaded areas in (φ', θ) graphical representation, the range of non-spherical oblate magnetic or magnetizable pigment particle orientations that have a zenithal deflection angle φ' and an azimuth angle θ satisfying the condition $|\varphi' \sin(\theta)| \geq 10^\circ$ (Fig. 11A) or the condition $|\varphi' \sin(\theta)| \geq 15^\circ$ (Fig. 11B).

DETAILED DESCRIPTION

Definitions

[018] The following definitions apply to the meaning of the terms employed in the description and recited in the claims.

[019] As used herein, the indefinite article "a" indicates one as well as more than one, and does not necessarily limit its referent noun to the singular.

[020] As used herein, the term “about” means that the amount or value in question may be the specific value designated or some other value in its neighborhood. Generally, the term “about” denoting a certain value is intended to denote a range within $\pm 5\%$ of that value. As one example, the phrase “about 100” denotes a range of 100 ± 5 , i.e. the range from 95 to 105. Generally, when the term “about” is used, it can be expected that similar results or effects according to the invention can be obtained within a range of $\pm 5\%$ of the indicated value.

[021] The term “substantially parallel” refers to deviating not more than 10° from parallel alignment and the term “substantially perpendicular” refers to deviating not more than 10° from perpendicular alignment.

[022] As used herein, the term “and/or” means that either both or only one of the elements linked by the term is present. For example, “A and/or B” shall mean “only A, or only B, or both A and B”. In the case of “only A”, the term also covers the possibility that B is absent, i.e. “only A, but not B”.

[023] The term “comprising” as used herein is intended to be non-exclusive and open-ended. Thus, for instance solution composition comprising a compound A may include other compounds besides A. However, the term “comprising” also covers, as a particular embodiment thereof, the more restrictive meanings of “consisting essentially of” and “consisting of”, so that for instance “a composition comprising A, B and optionally C” may also (essentially) consist of A and B, or (essentially) consist of A, B and C.

[024] In a composition, the term “containing” is to be interpreted as being non-exclusive. A “coating composition containing A” means that A should be present, but does not exclude B, C, etc. from also being present.

[025] The term “coating composition” refers to any composition which is capable of forming a coating, in particular an optical effect layer (OEL) of the present invention, on a solid substrate, and which can be applied, preferably but not exclusively, by a printing method. The coating composition of the present invention comprises at least a plurality of non-spherical oblate magnetic or magnetizable pigment particles and a binder.

[026] The term “optical effect layer (OEL)” as used herein denotes a layer that comprises at least a plurality of magnetically oriented non-spherical oblate magnetic or magnetizable pigment particles and a binder, wherein the non-spherical oblate magnetic or magnetizable pigment particles are fixed or frozen (fixed/frozen) in position and orientation within said binder.

[027] A “pigment particle”, in the context of the present disclosure, designates a particulate material, which is insoluble in the ink or coating composition, and which provides the latter with a determined spectral transmission/reflection response.

[028] The term “magnetic axis” denotes a theoretical line connecting the magnetic centers of the North-and South-pole faces of a magnet and extending through said pole faces. This term does not include any specific magnetic field direction.

[029] The term “magnetic field direction” denotes the direction of the magnetic field vector along a magnetic field line pointing, at the exterior of a magnet, from its North pole to its South pole (see Handbook of Physics, Springer 2002, pages 463-464).

[030] The term “curing” denotes a process which increases the viscosity of a coating composition as a reaction to a stimulus, to convert the coating composition into a state where the therein comprised magnetic or magnetizable pigment particles are fixed/frozen in their positions and orientations and can no longer move nor rotate (i.e. a cured, hardened or solid state).

5 **[031]** As used herein, the term “at least” defines a determined quantity or more than said quantity, for example “at least one” means one, two or three, etc.

[032] The term “security document” refers to a document which is protected against counterfeit or fraud by at least one security feature. Examples of security documents include, without limitation, currency, value documents, identity documents, etc.

10 **[033]** The term “security feature” denotes an overt or a covert image, pattern, or graphic element that can be used for the authentication of the document or article carrying it.

[034] Where the present description refers to “preferred” embodiments/features, combinations of these “preferred” embodiments/features shall also be deemed to be disclosed as preferred, as long as this combination of “preferred” embodiments/features is technically meaningful.

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[035] The present invention provides an optical effect layer (OEL), said OEL comprising a plurality of non-randomly oriented non-spherical oblate magnetic or magnetizable pigment particles, said pigment particles being dispersed within a hardened binder material. Thanks to the orientation pattern being circularly symmetric around a center of rotation as described herein, the optical effect layer (OEL) described herein provides a visual impression of at least one circularly moving spot rotating around said center of rotation upon tilting and rotating said OEL so that a normal to the surface of the OEL sweeps a cone. According to another embodiment, the optical effect layer (OEL) described herein provides a visual impression of at least one circularly moving comet-shaped spot rotating around the center of rotation upon tilting and rotating said OEL so that a normal to the surface of the OEL sweeps a cone. Moreover, the OEL described herein is that, upon tilting said OEL back and forth, said moving spot or comet-shaped moving spot will at least appear to move left to right or right to left, whereas when tilting said OEL side to side, said moving spot or comet-shaped moving spot appears to at least move back and forth. Examples of OEL providing the visual impression of at least one circularly moving comet-shaped spot rotating around the center of rotation upon tilting said OEL are shown in Fig. 5C-10C. The reflection pattern of the OEL described herein is circularly symmetric around its center of rotation, i.e. the orientation pattern of the reflective non-spherical oblate magnetic or magnetizable pigment particles comprised in the OEL described herein is circularly symmetric around its origin (x11). The present invention provides the visual impression of at least one circularly moving spot or at least one comet-shaped spot rotating around the center of rotation, wherein said spot or comet-shaped spot is not only moving back and forth (or up and down) when the OEL is tilted but also moving left and right as described hereabove.

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[036] As the OEL (x10) is circularly symmetric, the orientation pattern of the non-spherical oblate magnetic or magnetizable pigment particles comprised in the OEL can be fully described as a

function of a radius emanating from the origin (x11). Two angle values (azimuth θ , inclination ϕ) can be used to express the orientation of a non-spherical oblate magnetic or magnetizable pigment particle, and hence, an orientation pattern according to the present invention is completely determined by indicating these two angle values along a radius emanating from the origin (x11) of the OEL (x10). As explained further below, the zenithal deflection angle ϕ' , can be used in place of ϕ to describe the orientation of the particle, as it is easier to measure optically, provided the index of refraction of the OEL binder is substantially constant, which is usually the case. In the examples provided herein, the orientation of the non-spherical oblate magnetic or magnetizable pigment particles is measured along a selected diameter crossing the origin (x11). This yields two times the minimum necessary information require to describe the orientation pattern, and shows, within experimental error, that the patterns are circularly symmetric.

[037] In the following, the reflecting, by oriented pigment particles in the optical effect layer, of incident light into particular directions in space, shall be understood as meaning a more or less directed reflecting, which may add more or less angular broadening to the incident beam of light, due to imperfect alignment or scattering by impurities or defects, but which shall exclude a complete diffuse reflecting, as would be obtained from a random pigment particle arrangement.

[038] Fig. 1A schematically illustrates the visual appearance of an optical effect layer (OEL) (110) according to the present invention and providing a visual impression of at least one circularly moving comet-shaped spot rotating upon tilting said OEL, with origin 0 (111) and in-plane axes x and y (112, 113), as seen under orthogonal viewing conditions when said OEL is sequentially illuminated from each of the four cardinal points (N, E, S and W, where the y axis points to the north, and the x axis points to the east) with four illumination sources. A spot or a comet-shaped or otherwise shaped figure (I), (II), (III), (IV) (a comet-shaped spot), is apparently rotating around the origin (111) depending on the illumination direction. Fig. 1B illustrates the illumination and viewing conditions of Fig. 1A. The OEL is illuminated with a single light source at a time, and the shaped figure appears at position (I) when illuminated from N-direction, at position (II) when illuminated from W-direction, at position (III) when illuminated from S-direction, and at position (IV) when illuminated from E-direction.

[039] Throughout the present description, the term "orientation pattern" refers to a two-dimensional set of local pigment particle orientations, which can be reproducibly produced in the coating layer (x10). The orientation pattern of the non-spherical oblate magnetic or magnetizable pigment particles in the OEL according to the present invention is circularly symmetric with respect to an axis of rotation orthogonal to the plane of the OEL (x10). The intersection point of said axis of rotation with the OEL (x10) is called the origin (x11) of the OEL. Fig. 2A schematically illustrates a particle orientation pattern of the non-spherical oblate magnetic or magnetizable pigment particles in the OEL according to the present invention, along a selected diameter (212) in the (x, y)-plane of said OEL and emanating from its origin (211). The varying lateral inclination of the non-spherical oblate magnetic or magnetizable pigment particle surface along a selected diameter (x12, 212 in Fig. 2A-B) in the plane of the OEL is a characterizing feature of the OEL of the present invention. As shown in Fig. 2A, the non-spherical oblate magnetic or magnetizable pigment particles

orientation in the OEL is not only characterized by rotational symmetry around an origin (211) but also by a varying lateral inclination (i.e. rotation around the radial line) of the pigment particles along a selected diameter (212) in the plane of the OEL.

[040] Fig. 2B schematically illustrates an OEL (210) on a substrate (220), wherein said OEL comprises a radiation cured coating composition comprising non-spherical oblate magnetic or magnetizable pigment particles. The non-spherical oblate magnetic or magnetizable pigment particles are locally oriented according to an orientation pattern and fixed/frozen in the OEL, wherein said orientation pattern of the said pigment particles is circularly symmetric with respect to a rotation axis (213) orthogonal to the plane of the OEL (210) and intersecting it at an origin (211). The OEL according to the present invention is characterized in that a collimated light beam (295), orthogonally incident onto a point of incidence (X) outside the origin (211), is reflected in a direction (296) which is, for a plurality of points of incidence (X), substantially out of the plane of incidence (214) defined by the rotation axis (213) and said point of incidence (X).

[041] Fig. 2C schematically illustrates the coordinate system (x, y, z, φ, θ) used to describe position and orientation of the non-spherical oblate magnetic or magnetizable pigment particles comprised in the OEL of the present invention, wherein the linear position coordinates are given by (x, y, z); the OEL being in the (x, y)-plane, and the origin of the coordinate system coinciding with the OEL's origin (211). The x -axis coincides with the selected diameter along which the non-spherical oblate magnetic or magnetizable pigment particles orientation is measured. Points A and B on the x -axis (212) are two points on the OEL that mark the direction of the x -axis, point A being located at a coordinate $x_A < 0$ and point B being located on the opposite side of the axis of rotation (211), at a location $x_B > 0$. For clarity, A and B have been chosen such that x_A and x_B are located at approximately equal distances from the center of rotation (212). In Figure 2C, the orientation of a non-spherical oblate magnetic or magnetizable pigment particle is defined by the direction (φ, θ) of the vector orthogonal to the plane of the pigment particle (depicted by an arrow in Fig. 2A). The orientation of the non-spherical oblate magnetic or magnetizable pigment particles at any location along the x -axis is described following the mathematical convention for spherical coordinates (φ, θ), where θ is the azimuthal angle of the pigment particle about the axis z measured from the direction of the x axis, and φ is the inclination angle of the pigment particle measured between the vector orthogonal to the pigment surface and the z axis. Equivalently, this same inclination angle φ can also be measured between the pigment surface plane and the plane of the OEL, as shown in Figure 2D. According to these definitions, a particle with $\varphi=0$, is parallel to the OEL, and the azimuthal angle θ for this particle is undefined.

[042] The index of refraction (n) of the coating composition layer has an influence on the apparent non-spherical oblate magnetic or magnetizable pigment particle's orientation. Throughout the present description, the following convention applies: whereas the coordinates (φ, θ) refer to the orientation of the individual non-spherical oblate magnetic or magnetizable pigment particle, the coordinates (φ', θ) refer to the direction of the reflected beam under orthogonal incidence. Note that the angle θ is not affected by the refractive index of the coating composition layer under these

- conditions. Fig. 2D describes the effect of the refractive index n of the coating composition on the reflected beam exit angle φ' at orthogonal incidence, wherein φ is the non-spherical oblate magnetic or magnetizable pigment particle's inclination angle. The corresponding zenithal deflection angle φ' represents the deviation of an orthogonal incident beam from the zenithal direction upon reflection and refraction by the OEL. The zenithal deflection angle is related at orthogonal incidence to the pigment particle inclination angle φ through the equation: $\varphi' = \arcsin(n \times \sin(2\varphi))$, wherein n is the refractive index of the coating composition. Hence the measured zenithal deflection angle φ' can be reduced to the particle angle φ by applying the formula above. By extension, it is hereby defined that a particle lying at an inclination angle φ can be characterized by its zenithal deflection angle φ' in the OEL. Only the angle φ is affected by refraction and mirror effect, the measured azimuth angle θ of the reflected beam in polar representation is the true azimuth angle of the inclined pigment particle. In order to characterize the OEL, the zenithal deflection angle φ' of the particles and the azimuth angle θ of the particles are used as both can be measured unambiguously using a conoscopic scatterometer.
- [043]** The non-spherical oblate magnetic or magnetizable pigment particles of the OEL described herein at at least two, preferably four, distinct locations x_i along any selected diameter of the OEL have an average zenithal deflection angle φ' at location x_i and an average azimuth angle θ with respect to the selected diameter at the same location x_i that satisfy the condition $|\varphi' \sin(\theta)| \geq 10^\circ$, preferably $|\varphi' \sin(\theta)| \geq 15^\circ$ such that incident light at point x_i is reflected at an angle equal to or greater than 10° , equal to or greater than 15° respectively, away from the normal plane of incidence (x14, see 214 in Fig 2B) along said diameter. The expression "average angle" refers to the average value for the plural non-spherical oblate magnetic or magnetizable pigment particles at location x_i . The expression "location x_i " should be understood as a localized approximately circular area having a diameter of about 1 mm.
- [044]** The condition $|\varphi' \sin(\theta)| \geq 10^\circ$, represents all the orientations that reflect normal incident light more than or equal to 10° away from the plane of incidence (x14), which is representative by the shaded areas in Fig. 11A, The condition $|\varphi' \sin(\theta)| \geq 15^\circ$, represents all the orientations that reflect normal incident light more than or equal to 15° away from the plane of incidence (x14), which is representative by the shaded areas in Fig. 11B.
- [045]** A conoscopic scatterometer (obtained from Eckhardt Optics LLC, 5430 Jefferson Ct, White Bear Lake, MN 55110; <http://eckop.com>) was used for characterizing the orientation pattern of the oriented pigment particles of the OELs disclosed herein.
- [046]** Fig. 4A schematically shows the principles of conoscopic scatterometry, which relies on focal plane to focal plane (470 to 480), wherein (480) is the front focal plane of the lens, which is located at a distance f from the lens; (470) is the back focal plane of the lens, which is located at a distance f' from the lens) transform imaging (i.e. Fourier-transform imaging) by a lens or a lens system, mapping incoming ray directions (χ_1, χ_2, χ_3) in the front focal plane f of the lens into spots (x_1, x_2, x_3) in the back focal plane f' of the lens. Fig. 4B schematically illustrates a complete back-reflection conoscopic scatterometer setup, comprising a front-end optics (460) performing said

focal plane to focal plane transform imaging, a light source (490) and a semi-transparent coupling mirror (491) for illuminating, through the optics, a small spot on the OEL (410) on the substrate (420) with a beam (481) of parallel light under orthogonal incidence, and a back-end optics (492) comprising a camera sensor (493) for recording an image of the spot pattern present in the back focal plane (470) of the front end optics. Two different non-spherical oblate magnetic or magnetizable pigment particle orientations (P1, P2) are shown to reflect back the orthogonally incident beam into two different ray directions, which are focused by the front-end optics into two separate spots x_1 and x_3 in its back focal plane (470). The image locations of these spots are recorded by the back-end optics (492) and the camera sensor (493). In the images obtained by shining light at a point x_i , the pixel intensity on the sensor corresponding to angles (ϕ', θ) is proportional to the number of non-spherical oblate magnetic or magnetizable pigment particles oriented at said angles at point x_i on the OEL and the image represents the angular distribution of non-spherical oblate magnetic or magnetizable pigment particle orientations at location x_i on the OEL.

[047] For measuring its reflection characteristics, the OEL comprising the oriented non-spherical oblate magnetic or magnetizable pigment particles was assessed from point A to point B every 0.5 mm or every 0.25 mm along a selected diameter of the OEL (taken as the x-axis) going through its origin 0 (x_{11}), using a 1 mm diameter beam of parallel light (LED, 520 nm) under orthogonal incidence, and an image of the back-reflected light was taken at each point. From these images, the corresponding zenithal deflection and azimuthal angles (ϕ', θ) of the back-reflected light spot were obtained by applying a 2-dimensional Gaussian distribution fit to the image data collected at the back focal plane of the conoscopic scatterometer; the (ϕ', θ) values corresponding to the center of the Gaussian distribution.

[048] Fig. 3C, 3F and 5D-10D show the results of the characterizing measurements with the conoscopic scatterometer described herein and depicted in Fig. 4A-B. In particular, 3C, 3F and 5D-10D give, in (ϕ', θ) graphical representation, the measured light reflection directions which are related to the non-spherical oblate magnetic or magnetizable pigment particle orientations, at several locations x_i along a selected diameter through the origin of the OEL obtained with the spinning magnet assembly depicted in the respective figure. The supporting points of the curves correspond to the sampled positions along said selected diameter through the origin of the circularly symmetric OEL. The data were measured under vertical incidence and using a 520 nm LED sampling beam of 1 mm diameter on a conoscopic scatterometer, as further explained herebelow, by sampling a point every 0.5 mm along said selected diameter through the origin of the OEL, which was taken as being the x-axis direction (corresponding to the 180° to 0° direction in the Figures). The measurement results in 3C, 3F and 5D-10D are the center of the distribution of measured angles (ϕ', θ) of exiting beams under orthogonal incidence.

[049] Fig. 3A and 3D schematically illustrate spinneable magnet assemblies of the prior art whereas Fig. 5-10 schematically illustrate spinneable magnet assemblies according to the present invention. Fig. 3A schematically illustrates a spinneable magnet assembly (300A) suitable for producing a dome-type OEL (see Fig. 3B), wherein said spinneable magnet (300A) has an axis of

spinning (see arrow) substantially perpendicular to the substrate surface (320A) and is a disc-shaped dipole magnet, having a diameter (A1), a thickness (A2), and having its magnetic axis substantially parallel to one of its diameters and substantially parallel to the substrate (320A) surface. Fig. 3D schematically illustrates a spinneable magnet assembly (300D) suitable for producing a ring-type OEL (see Fig. 3E), wherein said spinneable magnet assembly (300D) has an axis of spinning (see arrow) substantially perpendicular to the substrate surface (320D) and comprises a centered arrangement of three collinear bar dipole magnets (331D) embedded in a supporting matrix (350D), having their North-South magnetic axis substantially perpendicular to the axis of spinning and substantially parallel to the substrate (320D) surface and having their magnetic axis pointing in the same direction. Circularly symmetric OELS according to the prior art are shown in Fig. 3A-F. The corresponding measured light reflection characteristics across a selected diameter through the origin of the dome-type OEL shown in Fig. 3B are given in Fig. 3C. For a dome-type OEL according to the prior art, the reflected beam direction, upon orthogonal incidence, is substantially confined within the plane defined by the OEL's rotation axis and the point of incidence of the orthogonal sampling beam; no substantial lateral deflection is present in Fig. 3C. The corresponding measured light reflection characteristics across a selected diameter through the origin of the ring-type OEL shown in Fig. 3E are given in Fig. 3F, wherein the reflected beam direction, upon orthogonal incidence, is substantially confined within the plane defined by the OEL's rotation axis and the point of incidence of the orthogonal sampling beam. The reflection is wiggling forth and back in said plane, without any substantial lateral-deflection.

[050] The present invention provides as well a method for producing the optical effect layer (OEL) described herein on a substrate, and the optical effect layers (OELs) obtained therewith, wherein said methods comprise a step i) of applying on the substrate surface the radiation curable coating composition comprising non-spherical oblate magnetic or magnetizable pigment particles described herein, said radiation curable coating composition being in a first state, i.e. a liquid or pasty state, wherein the radiation curable coating composition is wet or soft enough, so that the non-spherical oblate magnetic or magnetizable pigment particles dispersed in the radiation curable coating composition are freely movable, rotatable and/or orientable upon exposure to the magnetic field.

[051] The step i) described herein may be carried by a coating process such as for example roller and spray coating processes or by a printing process. Preferably, the step i) described herein is carried out by a printing process preferably selected from the group consisting of screen printing, rotogravure printing, flexography printing, inkjet printing and intaglio printing (also referred in the art as engraved copper plate printing and engraved steel die printing), more preferably selected from the group consisting of screen printing, rotogravure printing and flexography printing.

[052] Subsequently to, partially simultaneously with or simultaneously with the application of the radiation curable coating composition described herein on the substrate surface described herein (step i)), at least a part of the non-spherical oblate magnetic or magnetizable pigment particles are oriented (step ii)) by exposing the radiation curable coating composition to the magnetic field of the spinning magnetic assembly (x00) described herein, so as to align at least part of the non-

spherical oblate magnetic or magnetizable pigment particles along the magnetic field lines generated by the spinning assembly.

[053] Subsequently to or partially simultaneously with the step of orienting/aligning at least a part of the non-spherical oblate magnetic or magnetizable pigment particles by applying the magnetic field described herein, the orientation of the non-spherical oblate magnetic or magnetizable pigment particles is fixed or frozen. The radiation curable coating composition must thus noteworthy have a first state, i.e. a liquid or pasty state, wherein the radiation curable coating composition is wet or soft enough, so that the non-spherical oblate magnetic or magnetizable pigment particles dispersed in the radiation curable coating composition are freely movable, rotatable and/or orientable upon exposure to the magnetic field, and a second cured (e.g. solid) state, wherein the non-spherical oblate magnetic or magnetizable pigment particles are fixed or frozen in their respective positions and orientations.

[054] Accordingly, the methods for producing an optical effect layer (OEL) on a substrate described herein comprises a step iii) of at least partially curing the radiation curable coating composition of step ii) to a second state so as to fix the non-spherical oblate magnetic or magnetizable pigment particles in their adopted positions and orientations. The step iii) of at least partially curing the radiation curable coating composition may be carried out subsequently to or partially simultaneously with the step of orienting/aligning at least a part of the non-spherical oblate magnetic or magnetizable pigment particles by applying the magnetic field described herein (step ii)). Preferably, the step iii) of at least partially curing the radiation curable coating composition is carried out partially simultaneously with the step of orienting/aligning at least a part of the non-spherical oblate magnetic or magnetizable pigment particles by applying the magnetic field described herein (step ii)). By "partially simultaneously", it is meant that both steps are partly performed simultaneously, i.e. the times of performing each of the steps partially overlap. In the context described herein, when curing is performed partially simultaneously with the orientation step ii), it must be understood that curing becomes effective after the orientation so that the pigment particles orient before the complete or partial curing or hardening of the OEL.

[055] The so-obtained optical effect layers (OELs) provide a viewer with the impression of at least one circularly moving spot or at least one moving comet-shaped spot rotating around the origin of said OEL upon tilting around the substrate comprising the optical effect layer.

[056] The first and second states of the radiation curable coating composition are provided by using a certain type of radiation curable coating composition. For example, the components of the radiation curable coating composition other than the non-spherical oblate magnetic or magnetizable pigment particles may take the form of an ink or radiation curable coating composition such as those which are used in security applications, e.g. for banknote printing. The aforementioned first and second states are provided by using a material that shows an increase in viscosity in reaction to an exposure to an electromagnetic radiation. That is, when the fluid binder material is cured or solidified, said binder material converts into the second state, where the non-spherical oblate magnetic or magnetizable pigment particles are fixed in their current positions and orientations and can no longer move nor rotate within the binder material.

[057] As known to those skilled in the art, ingredients comprised in a radiation curable coating composition to be applied onto a surface such as a substrate and the physical properties of said radiation curable coating composition must fulfil the requirements of the process used to transfer the radiation curable coating composition to the substrate surface. Consequently, the binder material comprised in the radiation curable coating composition described herein is typically chosen among those known in the art and depends on the coating or printing process used to apply the radiation curable coating composition and the chosen radiation curing process.

[058] In the optical effect layers (OELs) described herein, the non-spherical oblate magnetic or magnetizable pigment particles described herein are dispersed in the hardened radiation curable coating composition comprising a cured binder material that fixes/freezes the orientation of the magnetic or magnetizable pigment particles. The cured binder material is at least partially transparent to electromagnetic radiation of a range of wavelengths comprised between 200 nm and 2500 nm. The binder material is thus, at least in its cured or solid state (also referred to as second state herein), at least partially transparent to electromagnetic radiation of a range of wavelengths comprised between 200 nm and 2500 nm, i.e. within the wavelength range which is typically referred to as the "optical spectrum" and which comprises infrared, visible and UV portions of the electromagnetic spectrum, such that the particles contained in the binder material in its cured or solid state and their orientation-dependent reflectivity can be perceived through the binder material. Preferably, the cured binder material is at least partially transparent to electromagnetic radiation of a range of wavelengths comprised between 200 nm and 800 nm, more preferably comprised between 400 nm and 700 nm. Herein, the term "transparent" denotes that the transmission of electromagnetic radiation through a layer of 20 µm of the cured binder material as present in the OEL (not including the platelet-shaped magnetic or magnetizable pigment particles, but all other optional components of the OEL in case such components are present) is at least 50%, more preferably at least 60%, even more preferably at least 70%, at the wavelength(s) concerned. This can be determined for example by measuring the transmittance of a test piece of the cured binder material (not including the non-spherical oblate magnetic or magnetizable pigment particles) in accordance with well-established test methods, e.g. DIN 5036-3 (1979-11). If the OEL serves as a covert security feature, then typically technical means will be necessary to detect the (complete) optical effect generated by the OEL under respective illuminating conditions comprising the selected non-visible wavelength; said detection requiring that the wavelength of incident radiation is selected outside the visible range, e.g. in the near UV-range. The infrared, visible and UV portions of the electromagnetic spectrum approximately correspond to the wavelength ranges between 700-2500 nm, 400-700 nm, and 200-400 nm respectively.

[059] As mentioned hereabove, the radiation curable coating composition described herein depends on the coating or printing process used to apply said radiation curable coating composition and the chosen curing process. Preferably, curing of the radiation curable coating composition involves a chemical reaction which is not reversed by a simple temperature increase (e.g. up to 80°C) that may occur during a typical use of an article comprising the OEL described

herein. The term "curing" or "curable" refers to processes including the chemical reaction, crosslinking or polymerization of at least one component in the applied radiation curable coating composition in such a manner that it turns into a polymeric material having a greater molecular weight than the starting substances. Radiation curing advantageously leads to an instantaneous increase in viscosity of the radiation curable coating composition after exposure to the curing irradiation, thus preventing any further movement of the pigment particles and in consequence any loss of information after the magnetic orientation step. Preferably, the curing step (step iii)) is carried out by radiation curing including UV-visible light radiation curing or by E-beam radiation curing, more preferably by UV-Vis light radiation curing.

[060] Therefore, suitable radiation curable coating compositions for the present invention include radiation curable compositions that may be cured by UV-visible light radiation (hereafter referred as UV-Vis light radiation) or by E-beam radiation (hereafter referred as EB radiation). Radiation curable compositions are known in the art and can be found in standard textbooks such as the series "Chemistry & Technology of UV & EB Formulation for Coatings, Inks & Paints", Volume IV, Formulation, by C. Lowe, G. Webster, S. Kessel and I. McDonald, 1996 by John Wiley & Sons in association with SITA Technology Limited. According to one particularly preferred embodiment of the present invention, the radiation curable coating composition described herein is a UV-Vis radiation curable coating composition. Therefore, a radiation curable coating composition comprising non-spherical oblate magnetic or magnetizable pigment particles described herein is preferably at least partially cured by UV-Vis light radiation, preferably by narrow-bandwidth LED light in the UV-A (315-400 nm) or blue (400-500 nm) spectral region, most preferable by a high-power LED source emitting in the 350 nm to 450 nm spectral region, with a typical emission bandwidth in the 20 nm to 50 nm range. UV radiation from mercury vapor lamps or doped mercury lamps can also be used to increase the curing rate of the radiation curable coating composition.

[061] Preferably, the UV-Vis radiation curable coating composition comprises one or more compounds selected from the group consisting of radically curable compounds and cationically curable compounds. The UV-Vis radiation curable coating composition described herein may be a hybrid system and comprise a mixture of one or more cationically curable compounds and one or more radically curable compounds. Cationically curable compounds are cured by cationic mechanisms typically including the activation by radiation of one or more photoinitiators which liberate cationic species, such as acids, which in turn initiate the curing so as to react and/or cross-link the monomers and/or oligomers to thereby cure the radiation curable coating composition. Radically curable compounds are cured by free radical mechanisms typically including the activation by radiation of one or more photoinitiators, thereby generating radicals which in turn initiate the polymerization so as to cure the radiation curable coating composition. Depending on the monomers, oligomers or prepolymers used to prepare the binder comprised in the UV-Vis radiation curable coating compositions described herein, different photoinitiators might be used. Suitable examples of free radical photoinitiators are known to those skilled in the art and include without limitation acetophenones, benzophenones, benzyldimethyl ketals, alpha-aminoketones, alpha-hydroxyketones, phosphine oxides and phosphine oxide derivatives, as well as mixtures of

two or more thereof. Suitable examples of cationic photoinitiators are known to those skilled in the art and include without limitation onium salts such as organic iodonium salts (e.g. diaryl iodonium salts), oxonium (e.g. triaryloxonium salts) and sulfonium salts (e.g. triarylsulphonium salts), as well as mixtures of two or more thereof. Other examples of useful photoinitiators can be found in standard textbooks such as "Chemistry & Technology of UV & EB Formulation for Coatings, Inks & Paints", Volume III, "Photoinitiators for Free Radical Cationic and Anionic Polymerization", 2nd edition, by J. V. Crivello & K. Dietliker, edited by G. Bradley and published in 1998 by John Wiley & Sons in association with SITA Technology Limited. It may also be advantageous to include a sensitizer in conjunction with the one or more photoinitiators in order to achieve efficient curing. Typical examples of suitable photosensitizers include without limitation isopropyl-thioxanthone (ITX), 1-chloro-2-propoxy-thioxanthone (CPTX), 2-chloro-thioxanthone (CTX) and 2,4-diethyl-thioxanthone (DETX) and mixtures of two or more thereof. The one or more photoinitiators comprised in the UV-Vis radiation curable coating compositions are preferably present in a total amount from about 0.1 wt-% to about 20 wt-%, more preferably about 1 wt-% to about 15 wt-%, the weight percents being based on the total weight of the UV-Vis radiation curable coating compositions.

[062] The radiation curable coating composition described herein may further comprise one or more marker substances or taggants and/or one or more machine readable materials selected from the group consisting of magnetic materials (different from the platelet-shaped magnetic or magnetizable pigment particles described herein), luminescent materials, electrically conductive materials and infrared-absorbing materials. As used herein, the term "machine readable material" refers to a material which exhibits at least one distinctive property which is not perceptible by the naked eye, and which can be comprised in a layer so as to confer a way to authenticate said layer or article comprising said layer by the use of a particular equipment for its authentication.

[063] The radiation curable coating composition described herein may further comprise one or more coloring components selected from the group consisting of organic pigment particles, inorganic pigment particles, and organic dyes, and/or one or more additives. The latter include without limitation compounds and materials that are used for adjusting physical, rheological and chemical parameters of the radiation curable coating composition such as the viscosity (e.g. solvents, thickeners and surfactants), the consistency (e.g. anti-settling agents, fillers and plasticizers), the foaming properties (e.g. antifoaming agents), the lubricating properties (waxes, oils), UV stability (photostabilizers), the adhesion properties, the antistatic properties, the shelf life (polymerization inhibitors), the gloss etc. Additives described herein may be present in the radiation curable coating composition in amounts and in forms known in the art, including so-called nano-materials where at least one of the dimensions of the additive is in the range of 1 to 1000 nm.

[064] The radiation curable coating composition described herein comprises the non-spherical oblate magnetic or magnetizable pigment particles described herein. Preferably, the non-spherical oblate magnetic or magnetizable pigment particles are present in an amount from about 2 wt-% to about 40 wt-%, more preferably about 4 wt-% to about 30 wt-%, the weight percents being based

on the total weight of the radiation curable coating composition comprising the binder material, the non-spherical oblate magnetic or magnetizable pigment particles and other optional components of the radiation curable coating composition.

[065] Non-spherical oblate magnetic or magnetizable pigment particles described herein are defined as having, due to their non-spherical oblate shape, non-isotropic reflectivity with respect to an incident electromagnetic radiation for which the cured or hardened binder material is at least partially transparent. As used herein, the term “non-isotropic reflectivity” denotes that the proportion of incident radiation from a first angle that is reflected by a particle into a certain (viewing) direction (a second angle) is a function of the orientation of the particles, i.e. that a change of the orientation of the particle with respect to the first angle can lead to a different magnitude of the reflection to the viewing direction. Preferably, the non-spherical oblate magnetic or magnetizable pigment particles described herein have a non-isotropic reflectivity with respect to incident electromagnetic radiation in some parts or in the complete wavelength range of from about 200 to about 2500 nm, more preferably from about 400 to about 700 nm, such that a change of the particle's orientation results in a change of reflection by that particle into a certain direction. As known by the man skilled in the art, the magnetic or magnetizable pigment particles described herein are different from conventional pigments, said conventional pigment particles displaying the same color for all viewing angles, whereas the magnetic or magnetizable pigment particles described herein exhibit non-isotropic reflectivity as described hereabove.

[066] The non-spherical oblate magnetic or magnetizable pigment particles described herein are preferably platelet-shaped magnetic or magnetizable pigment particles.

[067] Suitable examples of non-spherical oblate magnetic or magnetizable pigment particles described herein include without limitation pigment particles comprising a magnetic metal selected from the group consisting of cobalt (Co), iron (Fe), gadolinium (Gd) and nickel (Ni); magnetic alloys of iron, manganese, cobalt, nickel and mixtures of two or more thereof; magnetic oxides of chromium, manganese, cobalt, iron, nickel and mixtures of two or more thereof; and mixtures of two or more thereof. The term “magnetic” in reference to the metals, alloys and oxides is directed to ferromagnetic or ferrimagnetic metals, alloys and oxides. Magnetic oxides of chromium, manganese, cobalt, iron, nickel or a mixture of two or more thereof may be pure or mixed oxides. Examples of magnetic oxides include without limitation iron oxides such as hematite (Fe_2O_3), magnetite (Fe_3O_4), chromium dioxide (CrO_2), magnetic ferrites (MFe_2O_4), magnetic spinels (MR_2O_4), magnetic hexaferrites ($\text{MFe}_{12}\text{O}_{19}$), magnetic orthoferrites (RFeO_3), magnetic garnets $\text{M}_3\text{R}_2(\text{AO}_4)_3$, wherein M stands for two-valent metal, R stands for three-valent metal, and A stands for four-valent metal.

[068] Examples of non-spherical oblate magnetic or magnetizable pigment particles described herein include without limitation pigment particles comprising a magnetic layer M made from one or more of a magnetic metal such as cobalt (Co), iron (Fe), gadolinium (Gd) or nickel (Ni); and a magnetic alloy of iron, cobalt or nickel, wherein said platelet-shaped magnetic or magnetizable pigment particles may be multilayered structures comprising one or more additional layers. Preferably, the one or more additional layers are layers A independently made from one or more

materials selected from the group consisting of metal fluorides such as magnesium fluoride (MgF_2), silicon oxide (SiO), silicon dioxide (SiO_2), titanium oxide (TiO_2), zinc sulphide (ZnS) and aluminum oxide (Al_2O_3), more preferably silicon dioxide (SiO_2); or layers B independently made from one or more materials selected from the group consisting of metals and metal alloys, preferably selected from the group consisting of reflective metals and reflective metal alloys, and more preferably selected from the group consisting of aluminum (Al), chromium (Cr), and nickel (Ni), and still more preferably aluminum (Al); or a combination of one or more layers A such as those described hereabove and one or more layers B such as those described hereabove. Typical examples of the platelet-shaped magnetic or magnetizable pigment particles being multilayered structures described hereabove include without limitation A/M multilayer structures, A/M/A multilayer structures, A/M/B multilayer structures, A/B/M/A multilayer structures, A/B/M/B multilayer structures, A/B/M/B/A multilayer structures, B/M multilayer structures, B/M/B multilayer structures, B/A/M/A multilayer structures, B/A/M/B multilayer structures, B/A/M/B/A multilayer structures, wherein the layers A, the magnetic layers M and the layers B are chosen from those described hereabove.

[069] At least part of the non-spherical oblate magnetic or magnetizable pigment particles described herein may be constituted by non-spherical oblate optically variable magnetic or magnetizable pigment particles and/or non-spherical oblate magnetic or magnetizable pigment particles having no optically variable properties. Preferably, at least a part of the non-spherical oblate magnetic or magnetizable pigment particles described herein is constituted by non-spherical oblate optically variable magnetic or magnetizable pigment particles. In addition to the overt security provided by the colorshifting property of non-spherical oblate optically variable magnetic or magnetizable pigment particles, which allows easily detecting, recognizing and/or discriminating an article or security document carrying an ink, radiation curable coating composition, coating or layer comprising the non-spherical oblate optically variable magnetic or magnetizable pigment particles described herein from their possible counterfeits using the unaided human senses, the optical properties of the platelet-shaped optically variable magnetic or magnetizable pigment particles may also be used as a machine readable tool for the recognition of the OEL. Thus, the optical properties of the non-spherical oblate optically variable magnetic or magnetizable pigment particles may simultaneously be used as a covert or semi-covert security feature in an authentication process wherein the optical (e.g. spectral) properties of the pigment particles are analyzed. The use of non-spherical oblate optically variable magnetic or magnetizable pigment particles in radiation curable coating compositions for producing an OEL enhances the significance of the OEL as a security feature in security document applications, because such materials (i.e. non-spherical oblate optically variable magnetic or magnetizable pigment particles) are reserved to the security document printing industry and are not commercially available to the public.

[070] Moreover, and due to their magnetic characteristics, the non-spherical oblate magnetic or magnetizable pigment particles described herein are machine readable, and therefore radiation curable coating compositions comprising those pigment particles may be detected for example

with specific magnetic detectors. Radiation curable coating compositions comprising the non-spherical oblate magnetic or magnetizable pigment particles described herein may therefore be used as a covert or semi-covert security element (authentication tool) for security documents.

[071] As mentioned above, preferably at least a part of the non-spherical oblate magnetic or magnetizable pigment particles is constituted by non-spherical oblate optically variable magnetic or magnetizable pigment particles. These can more preferably be selected from the group consisting of non-spherical oblate magnetic thin-film interference pigment particles, non-spherical oblate magnetic cholesteric liquid crystal pigment particles, non-spherical oblate interference coated pigment particles comprising a magnetic material and mixtures of two or more thereof.

[072] Magnetic thin film interference pigment particles are known to those skilled in the art and are disclosed e.g. in US 4,838,648; WO 2002/073250 A2; EP 0 686 675 B1; WO 2003/000801 A2; US 6,838,166; WO 2007/131833 A1; EP 2 402 401 A1 and in the documents cited therein. Preferably, the magnetic thin film interference pigment particles comprise pigment particles having a five-layer Fabry-Perot multilayer structure and/or pigment particles having a six-layer Fabry-Perot multilayer structure and/or pigment particles having a seven-layer Fabry-Perot multilayer structure.

[073] Preferred five-layer Fabry-Perot multilayer structures consist of absorber/dielectric/reflector/dielectric/absorber multilayer structures wherein the reflector and/or the absorber is also a magnetic layer, preferably the reflector and/or the absorber is a magnetic layer comprising nickel, iron and/or cobalt, and/or a magnetic alloy comprising nickel, iron and/or cobalt and/or a magnetic oxide comprising nickel (Ni), iron (Fe) and/or cobalt (Co).

[074] Preferred six-layer Fabry-Perot multilayer structures consist of absorber/dielectric/reflector/magnetic/dielectric/absorber multilayer structures.

[075] Preferred seven-layer Fabry Perot multilayer structures consist of absorber/dielectric/reflector/magnetic/reflector/dielectric/absorber multilayer structures such as disclosed in US 4,838,648.

[076] Preferably, the reflector layers described herein are independently made from one or more materials selected from the group consisting of metals and metal alloys, preferably selected from the group consisting of reflective metals and reflective metal alloys, more preferably selected from the group consisting of aluminum (Al), silver (Ag), copper (Cu), gold (Au), platinum (Pt), tin (Sn), titanium (Ti), palladium (Pd), rhodium (Rh), niobium (Nb), chromium (Cr), nickel (Ni), and alloys thereof, even more preferably selected from the group consisting of aluminum (Al), chromium (Cr), nickel (Ni) and alloys thereof, and still more preferably aluminum (Al). Preferably, the dielectric layers are independently made from one or more materials selected from the group consisting of metal fluorides such as magnesium fluoride (MgF_2), aluminum fluoride (AlF_3), cerium fluoride (CeF_3), lanthanum fluoride (LaF_3), sodium aluminum fluorides (e.g. Na_3AlF_6), neodymium fluoride (NdF_3), samarium fluoride (SmF_3), barium fluoride (BaF_2), calcium fluoride (CaF_2), lithium fluoride (LiF), and metal oxides such as silicon oxide (SiO), silicon dioxide (SiO_2), titanium oxide (TiO_2), aluminum oxide (Al_2O_3), more preferably selected from the group consisting of magnesium fluoride (MgF_2) and silicon dioxide (SiO_2) and still more preferably magnesium fluoride (MgF_2). Preferably,

the absorber layers are independently made from one or more materials selected from the group consisting of aluminum (Al), silver (Ag), copper (Cu), palladium (Pd), platinum (Pt), titanium (Ti), vanadium (V), iron (Fe) tin (Sn), tungsten (W), molybdenum (Mo), rhodium (Rh), Niobium (Nb), chromium (Cr), nickel (Ni), metal oxides thereof, metal sulfides thereof, metal carbides thereof, and metal alloys thereof, more preferably selected from the group consisting of chromium (Cr), nickel (Ni), iron (Fe), metal oxides thereof, and metal alloys thereof, and still more preferably selected from the group consisting of chromium (Cr), nickel (Ni), and metal alloys thereof. Preferably, the magnetic layer comprises nickel (Ni), iron (Fe) and/or cobalt (Co); and/or a magnetic alloy comprising nickel (Ni), iron (Fe) and/or cobalt (Co); and/or a magnetic oxide comprising nickel (Ni), iron (Fe) and/or cobalt (Co). When magnetic thin film interference pigment particles comprising a seven-layer Fabry-Perot structure are preferred, it is particularly preferred that the magnetic thin film interference pigment particles comprise a seven-layer Fabry-Perot absorber/dielectric/reflector/magnetic/reflector/dielectric/absorber multilayer structure consisting of a Cr/MgF₂/Al/M/Al/MgF₂/Cr multilayer structure, wherein M a magnetic layer comprising nickel (Ni), iron (Fe) and/or cobalt (Co); and/or a magnetic alloy comprising nickel (Ni), iron (Fe) and/or cobalt (Co); and/or a magnetic oxide comprising nickel (Ni), iron (Fe) and/or cobalt (Co).

[077] The magnetic thin film interference pigment particles described herein may be multilayer pigment particles being considered as safe for human health and the environment and being based for example on five-layer Fabry-Perot multilayer structures, six-layer Fabry-Perot multilayer structures and seven-layer Fabry-Perot multilayer structures, wherein said pigment particles include one or more magnetic layers comprising a magnetic alloy having a substantially nickel-free composition including about 40 wt-% to about 90 wt-% iron, about 10 wt-% to about 50 wt-% chromium and about 0 wt-% to about 30 wt-% aluminum. Typical examples of multilayer pigment particles being considered as safe for human health and the environment can be found in EP 2 402 401 A1 which is hereby incorporated by reference in its entirety.

[078] Magnetic thin film interference pigment particles described herein are typically manufactured by an established deposition technique for the different required layers onto a web. After deposition of the desired number of layers, e.g. by physical vapor deposition (PVD), chemical vapor deposition (CVD) or electrolytic deposition, the stack of layers is removed from the web, either by dissolving a release layer in a suitable solvent, or by stripping the material from the web. The so-obtained material is then broken down to platelet-shaped pigment particles which have to be further processed by grinding, milling (such as for example jet milling processes) or any suitable method so as to obtain pigment particles of the required size. The resulting product consists of flat platelet-shaped pigment particles with broken edges, irregular shapes and different aspect ratios. Further information on the preparation of suitable platelet-shaped magnetic thin film interference pigment particles can be found e.g. in EP 1 710 756 A1 and EP 1 666 546 A1 which are hereby incorporated by reference.

[079] Suitable magnetic cholesteric liquid crystal pigment particles exhibiting optically variable characteristics include without limitation magnetic monolayered cholesteric liquid crystal pigment particles and magnetic multilayered cholesteric liquid crystal pigment particles. Such pigment

particles are disclosed for example in WO 2006/063926 A1, US 6,582,781 and US 6,531,221. WO 2006/063926 A1 discloses monolayers and pigment particles obtained therefrom with high brilliance and colorshifting properties with additional particular properties such as magnetizability. The disclosed monolayers and pigment particles, which are obtained therefrom by comminuting
5 said monolayers, include a three-dimensionally crosslinked cholesteric liquid crystal mixture and magnetic nanoparticles. US 6,582,781 and US 6,410,130 disclose cholesteric multilayer pigment particles which comprise the sequence $A^1/B/A^2$, wherein A^1 and A^2 may be identical or different and each comprises at least one cholesteric layer, and B is an interlayer absorbing all or some of the light transmitted by the layers A^1 and A^2 and imparting magnetic properties to said interlayer.
10 US 6,531,221 discloses platelet-shaped cholesteric multilayer pigment particles which comprise the sequence A/B and optionally C, wherein A and C are absorbing layers comprising pigment particles imparting magnetic properties, and B is a cholesteric layer.

[080] Suitable interference coated pigments comprising one or more magnetic materials include without limitation structures consisting of a substrate selected from the group consisting of a core
15 coated with one or more layers, wherein at least one of the core or the one or more layers have magnetic properties. For example, suitable interference coated pigments comprise a core made of a magnetic material such as those described hereabove, said core being coated with one or more layers made of one or more metal oxides, or they have a structure consisting of a core made of synthetic or natural micas, layered silicates (e.g. talc, kaolin and sericite), glasses (e.g.
20 borosilicates), silicon dioxides (SiO_2), aluminum oxides (Al_2O_3), titanium oxides (TiO_2), graphites and mixtures of two or more thereof. Furthermore, one or more additional layers such as coloring layers may be present.

[081] The non-spherical oblate magnetic or magnetizable pigment particles described herein may be surface treated so as to protect them against any deterioration that may occur in the
25 radiation curable coating composition and/or to facilitate their incorporation in the radiation curable coating composition; typically corrosion inhibitor materials and/or wetting agents may be used.

[082] The substrate described herein is preferably selected from the group consisting of papers or other fibrous materials, such as cellulose, paper-containing materials, glasses, metals, ceramics, plastics and polymers, metalized plastics or polymers, composite materials and mixtures
30 or combinations thereof. Typical paper, paper-like or other fibrous materials are made from a variety of fibers including without limitation abaca, cotton, linen, wood pulp, and blends thereof. As is well known to those skilled in the art, cotton and cotton/linen blends are preferred for banknotes, while wood pulp is commonly used in non-banknote security documents. Typical examples of plastics and polymers include polyolefins such as polyethylene (PE) and polypropylene (PP),
35 polyamides, polyesters such as poly(ethylene terephthalate) (PET), poly(1,4-butylene terephthalate) (PBT), poly(ethylene 2,6-naphthoate) (PEN) and polyvinylchlorides (PVC). Spunbond olefin fibers such as those sold under the trademark Tyvek® may also be used as substrate. Typical examples of metalized plastics or polymers include the plastic or polymer materials described hereabove having a metal disposed continuously or discontinuously on their
40 surface. Typical example of metals include without limitation aluminum (Al), chromium (Cr), copper

(Cu), gold (Au), iron (Fe), nickel (Ni), silver (Ag), combinations thereof or alloys of two or more of the aforementioned metals. The metallization of the plastic or polymer materials described hereabove may be done by an electrodeposition process, a high-vacuum coating process or by a sputtering process. Typical examples of composite materials include without limitation multilayer structures or laminates of paper and at least one plastic or polymer material such as those described hereabove as well as plastic and/or polymer fibers incorporated in a paper-like or fibrous material such as those described hereabove. Of course, the substrate can comprise further additives that are known to the skilled person, such as sizing agents, whiteners, processing aids, reinforcing or wet strengthening agents, *etc.* The substrate described herein may be provided under the form of a web (e.g. a continuous sheet of the materials described hereabove) or under the form of sheets. Should the OEL produced according to the present invention be on a security document, and with the aim of further increasing the security level and the resistance against counterfeiting and illegal reproduction of said security document, the substrate may comprise printed, coated, or laser-marked or laser-perforated indicia, watermarks, security threads, fibers, planchettes, luminescent compounds, windows, foils, decals and combinations of two or more thereof. With the same aim of further increasing the security level and the resistance against counterfeiting and illegal reproduction of security documents, the substrate may comprise one or more marker substances or taggants and/or machine readable substances (e.g. luminescent substances, UV/visible/IR absorbing substances, magnetic substances and combinations thereof).

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[083] Also described herein are spinneable magnetic assemblies (x00) and processing using spinning magnetic assemblies (x00) described herein for producing an OEL (x10) such as those described herein on the substrate (x20) described herein, said OEL comprising the non-spherical oblate magnetic or magnetizable pigment particles being oriented in the cured radiation curable coating composition such as described herein. The spinneable magnetic assemblies (x00) described herein allows the production of OELs (x10) providing an optical impression of at least one circularly moving spot or at least one circularly moving comet-shaped spot rotating upon tilting said OEL, wherein said spinneable magnetic assemblies (x00) are spun for orienting the non-spherical oblate magnetic or magnetizable pigment particles so as to produce the OEL described herein. The spinneable magnetic assemblies (x00) described herein are based on the interaction of at least a) the first magnetic-field generating device (x30) described herein and b) the second magnetic-field generating device (x40) described herein. Typically, the spinneable magnetic assemblies (x00) described herein are fixed on a support having an axis of spinning which is oriented such as to be substantially orthogonal to the plane of the OEL upon spinning of the assembly (x00). Suitable spinneable magnetic assemblies (x00) for the present invention do not comprise any vertical mirror plane on the spinning axis, thus leading to the OEL providing the visual impression of at least one circularly moving spot rotating around said center of rotation upon tilting and rotating said OEL.

[084] The spinneable magnetic assembly (x00) comprises the first magnetic-field generating device (x30) described herein and the second magnetic-field generating device (x40) described

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herein, wherein said first and second magnetic-field generating devices described herein are able to concomitantly spin together. The axis of spinning of the spinneable magnetic assembly (x00) described herein is substantially perpendicular to the OEL and to the substrate (x20) surface. The axis of spinning of the spinneable magnetic assembly (x00) described herein corresponds to the center of the circular symmetry orientation pattern of the OEL described herein. During operation, the magnetic assembly (x00) is spinning at a required frequency. In an embodiment of the magnetic assembly (x00) and the methods described herein, a central axis of spinning of the magnetic assembly (x00) passes orthogonally through a part of the substrate over the course of exposure.

[085] Preferably, the spinneable magnetic assembly (x00) described herein comprises an electric motor for concomitantly spinning the first magnetic-field generating device (x30) described herein and the second magnetic-field generating device (x40) described herein. Preferred electric motors are disclosed in WO 2016/026896 A1.

[086] The first magnetic-field generating device (x30) of the spinneable magnetic assembly (x00) described herein comprises at least one pair of two bar dipole magnets (x31) at least partially or fully embedded in the supporting matrix (x32) described herein, each of said bar dipole magnets (x31) having its North-South magnetic axis substantially parallel to the axis of spinning (i.e. substantially perpendicular to the substrate (x20) surface), said two bar dipole magnets (x31) of the at least one pair having opposite magnetic field directions and being arranged in a symmetric configuration around the axis of spinning along a line (α).

[087] The supporting matrix (x32) described herein is made of one or more non-magnetic materials. The non-magnetic materials are preferably selected from the group consisting of low conducting materials, non-conducting materials and mixtures thereof, such as for example engineering plastics and polymers, aluminum, aluminum alloys, titanium, titanium alloys and austenitic steels (i.e. non-magnetic steels). Engineering plastics and polymers include without limitation polyaryletherketones (PAEK) and its derivatives polyetheretherketones (PEEK), poletherketoneketones (PEKK), polyetheretherketoneketones (PEEKK) and polyetherketoneetherketoneketone (PEKEKK); polyacetals, polyamides, polyesters, polyethers, copolyetheresters, polyimides, polyetherimides, high-density polyethylene (HDPE), ultra-high molecular weight polyethylene (UHMWPE), polybutylene terephthalate (PBT), polypropylene, acrylonitrile butadiene styrene (ABS) copolymer, fluorinated and perfluorinated polyethylenes, polystyrenes, polycarbonates, polyphenylenesulfide (PPS) and liquid crystal polymers. Preferred materials are PEEK (polyetheretherketone), POM (polyoxymethylene), PTFE (polytetrafluoroethylene), Nylon® (polyamide) and PPS.

[088] The supporting matrix (x32) described herein comprises two or more recesses, voids, indentations and/or spaces for respectively holding the bar dipole magnets (x31) of the first magnetic-field generating device (x30) described herein. The supporting matrix (x32) described herein may further comprises one or more additional recesses, voids, indentations and/or spaces for respectively holding component(s) of the second magnetic-field generating device (x40) described herein, in particular for holding the bar dipole magnet (x41) and/or the at least one pair

of two bar dipole magnets (x41) of the second magnetic-field generating device (x40) described herein and/or for holding any other parts.

[089] According to one embodiment and as shown in Fig. 5A1, 8A1-10A1, the first magnetic-field generating device (x30) comprises a pair of two bar dipole magnets (x31), wherein each of said two bar dipole magnets (x31) has its North-South magnetic axis substantially parallel to the axis of spinning (i.e. substantially perpendicular to the substrate (x20) surface) and wherein the two bar dipole magnets (x31) of the at least one pair have opposite magnetic field directions and are at least partially or fully embedded in the supporting matrix (x32) described herein and are arranged in a symmetric configuration around the axis of spinning along the line (α) described herein.

[090] According to another embodiment and as shown in Fig. 6A1 and 7A1, the first magnetic-field generating device (x30) comprises two or more, in particular two, pairs (D1, D2) of two bar dipole magnets (x31), wherein each of said bar dipole magnets (x31) has its North-South magnetic axis substantially parallel to the axis of spinning (i.e. substantially perpendicular to the substrate (x20) surface) and wherein each pair of said two or more pairs of two bar dipole magnets (x31) comprises two bar dipole magnets (x31), said bar dipole magnets (x31) having opposite magnetic field directions, being at least partially or fully embedded in the symmetric supporting matrix (x32) described herein and being co-axially arranged along the same symmetry axis (α) described herein.

[091] The second magnetic-field generating device (x40) of the spinneable magnetic assembly (x00) described herein comprises:

- b1) the disc-shaped dipole magnet (x41) having its North-South magnetic axis substantially perpendicular to the axis of spinning (i.e. substantially parallel to the substrate (x20) surface) described herein,
- b2) the loop-shaped, preferably the ring-shaped, dipole magnet (x41) having its North-South magnetic axis substantially perpendicular to the axis of spinning (i.e. substantially parallel to the substrate (x20) surface) described herein,
- b3) the bar dipole magnet (x41) described herein and having its North-South magnetic axis substantially perpendicular to the axis of spinning (i.e. substantially parallel to the substrate (x20) surface) and arranged on the axis of spinning, and/or
- b4) the at least one pair of two bar dipole magnets (x41) described herein, each of said bar dipole magnets (x41) having its North-South magnetic axis substantially parallel to the axis of spinning (i.e. substantially perpendicular to the substrate (x20) surface), to the axis of spinning, said two bar dipole magnets (x41) of at least one pair having opposite magnetic field directions and being arranged in a symmetric configuration around the axis of spinning along a line (β), said line (β) being different from the line (α).

[092] The first magnetic-field generating device (x30) and the second magnetic-field generating device (x40) described herein are stacked and the bar dipole magnets (x31) of the at least one pair of the first magnetic-field generating device (x30) and the magnetic axis of the second magnetic-field generating device (x40) are arranged in such a way that, when projected along the

axis of spinning onto a plane perpendicular to the axis of spinning, i.e. substantially parallel to the plane of the OEL/substrate (x20) surface, the projection of the line (α) where the bar dipole magnets (x31) of the at least one pair of the first magnetic-field generating device (x30) are arranged and the projection of the magnetic axis of the second magnetic-field generating device (x40) span up an angle (Ω) which is between about 5° to about 175° or in the range from about -5° to about -175°, preferably in the range from about 15° to about 165° or in the range from about -15° to about -165°.

[093] According to an embodiment and as shown in Fig. 5A1-7A1 and 9A1, the second magnetic-field generating device (x40) comprises a disc-shaped dipole magnet (x41) having its North-South magnetic axis substantially perpendicular to the axis of spinning (i.e. substantially parallel to the substrate (x20) surface) and being diametrically magnetized. The spinneable magnetic assembly (x00) comprises the first magnetic-field generating device (x30) described herein and the second magnetic-field generating device (x40) being the disc-shaped dipole magnet (x41) described herein, wherein said second magnetic-field generating device (x40) being a disc-shaped dipole magnet (x41) may be coaxially placed below or on top of the first magnetic-field generating device (x30). The spinneable magnetic assemblies (x00) described herein comprise the first magnetic-field generating device (x30) described herein and the second magnetic-field generating device (x40) being the disc-shaped dipole magnet (x41) described herein, and wherein the projection of the line (α) where the bar dipole magnets (x31) of the first magnetic-field generating device (x30) are arranged and the projection of the magnetic axis of the second magnetic-field generating device (x40) being the disc-shaped dipole magnet (x41) form along the axis of spinning onto a plane perpendicular to the axis of spinning an angle (Ω) either in the range from about 5° to about 175° or in the range from about -5° to about -175°, preferably in the range from about 15° to about 165° or in the range from about -15° to about -165°.

[094] According to another embodiment, the second magnetic-field generating device (x40) comprises a loop-shaped, preferably a ring-shaped, dipole magnet (x41) having its North-South magnetic axis substantially perpendicular to the axis of spinning (i.e. substantially parallel to the substrate (x20) surface). The spinneable magnetic assembly (x00) comprises the first magnetic-field generating device (x30) described herein and the second magnetic-field generating device (x40) being the loop-shaped, preferably the ring-shaped, dipole magnet (x41) described herein, wherein said second magnetic-field generating device (x40) being a loop-shaped, preferably the ring-shaped, dipole magnet (x41) may be coaxially placed below or on top of the first magnetic-field generating device (x30). The spinneable magnetic assemblies (x00) described herein comprise the first magnetic-field generating device (x30) described herein and the second magnetic-field generating device (x40) being the loop-shaped, preferably the ring-shaped, dipole magnet (x41) described herein, wherein the projection of the line (α) where the bar dipole magnets (x31) of the first magnetic-field generating device (x30) are arranged and the projection of the magnetic axis of the second magnetic-field generating device (x40) being the loop-shaped, preferably the ring-shaped, dipole magnet (x41) described herein form along the axis of spinning onto a plane perpendicular to the axis of spinning an angle (Ω) either in the range from about 5° to

about 175° or in the range from about -5° to about -175°, preferably in the range from about 15° to about 165° or in the range from about -15° to about -165°.

[095] According to another embodiment and as shown in Fig. 8A1, the second magnetic-field generating device (x40) comprises a bar dipole magnet (x41), having its North-South magnetic axis substantially perpendicular to the axis of spinning (i.e. substantially parallel to the substrate (x20) surface), wherein said bar dipole magnet (x41) is arranged on the axis of spinning. According to one embodiment, the second magnetic-field generating device (x40) comprises the bar dipole magnet (x41) described herein, wherein said bar dipole magnet (x41) is arranged in the same plane as the two bar dipole magnets (x31) of the first magnetic-field generating device (x30) and is at least partially embedded in the supporting matrix (x32) of the first magnetic-field generating device (x30). According to another embodiment, the second magnetic-field generating device (x40) comprises a bar dipole magnet (x41), having its North-South magnetic axis substantially perpendicular to the axis of spinning (i.e. substantially parallel to the substrate (x20) surface), wherein said bar dipole magnet (x41) is arranged on the axis of spinning and is arranged below or on top of the first magnetic-field generating device (x30) and is at least partially embedded in a supporting matrix (x42) of the second magnetic-field generating device (x40). The supporting matrix (x42) of the second magnetic-field generating device (x40) is made of one or more non-magnetic materials such as those described for the supporting matrix (x32) of the first magnetic-field generating device (x30). The supporting matrix (x42) described herein comprises one or more recesses, voids, indentations and/or spaces for respectively holding the bar dipole magnet (x41) of the second magnetic-field generating device (x40). The spinneable magnetic assemblies (x00) described herein comprise the first magnetic-field generating device (x30) described herein and the second magnetic-field generating device (x40) being the bar dipole magnet (x41) described herein, wherein the projection of the line (α) where the bar dipole magnets (x31) of the first magnetic-field generating device (x30) are arranged and the projection of the magnetic axis of the second magnetic-field generating device (x40) being a bar dipole magnet (x41) described herein form along the axis of spinning onto a plane perpendicular to the axis of spinning an angle (Ω) either in the range from about 5° to about 175° or in the range from about -5° to about -175°, preferably in the range from about 15° to about 165° or in the range from about -15° to about -165°.

[096] According to another embodiment and as shown in Fig. 9A1, the spinneable magnetic assembly (x00) comprises a bar dipole magnet (x41-a) as described hereabove and further comprises an additional second magnetic magnetic-field generating device being a disc-shaped dipole magnet (x41-b) having its North-South magnetic axis substantially perpendicular to the axis of spinning (i.e. substantially parallel to the substrate (x20) surface) and being diametrically magnetized as described herein. As described herein and according to one embodiment, the bar dipole magnet (x41-a) is arranged on the axis of spinning. And is arranged in the same plane as the two bar dipole magnets (x31) of the first magnetic-field generating device (x30) and is at least partially embedded in the supporting matrix (x32) of the first magnetic-field generating device (x30). The spinneable magnetic assembly (x00) comprises the first magnetic-field generating

device (x30) described herein, the second magnetic-field generating device (x40) being the bar dipole magnet (x41-a) described herein and the additional second magnetic-field generating device being the disc-shaped dipole magnet (x41-b) described herein, wherein said additional second magnetic-field generating device (x40) being a disc-shaped dipole magnet (x41-b) may be

5 coaxially placed below or on top of the first magnetic-field generating device (x30). The spinneable magnetic assemblies (x00) described herein comprise the first magnetic-field generating device (x30) described herein, the second magnetic-field generating device (x40) being the bar dipole magnet (x41-a) and the additional second magnetic-field generating device being the disc-shaped dipole magnet (x41-b) described herein, wherein the projection of the line (α) where the bar dipole

10 magnets (x31) of the first magnetic-field generating device (x30) are arranged and the projection of the magnetic axis of the additional second magnetic-field generating device (x40) being the disc-shaped dipole magnet (x41-b) form along the axis of spinning onto a plane perpendicular to the axis of spinning an angle (Ω) either in the range from about 5° to about 175° or in the range from about -5° to about -175° , preferably in the range from about 15° to about 165° or in the range from

15 about -15° to about -165° .

[097] According to another embodiment, the spinneable magnetic assembly (x00) comprises a bar dipole magnet (x41-a) as described hereabove and further comprises an additional second magnetic magnetic-field generating device being the loop-shaped, preferably the ring-shaped, dipole magnet (x41-b) having its North-South magnetic axis substantially perpendicular to the axis

20 of spinning (i.e. substantially parallel to the substrate (x20) surface) as described herein. As described herein and according to one embodiment, the bar dipole magnet (x41-a) is arranged on the axis of spinning. And is arranged in the same plane as the two bar dipole magnets (x31) of the first magnetic-field generating device (x30) and is at least partially embedded in the supporting matrix (x32) of the first magnetic-field generating device (x30). The spinneable magnetic assembly

25 (x00) comprises the first magnetic-field generating device (x30) described herein, the second magnetic-field generating device (x40) being the bar dipole magnet (x41-a) described herein and the additional second magnetic-field generating device (x40) being the loop-shaped, preferably the ring-shaped, dipole magnet (x41-b) described herein, wherein said additional second magnetic-field generating device (x40) being the loop-shaped dipole magnet (x41-b), preferably the ring-

30 shaped, may be coaxially placed below or on top of the first magnetic-field generating device (x30). The spinneable magnetic assemblies (x00) described herein comprise the first magnetic-field generating device (x30) described herein and the additional second magnetic-field generating device (x40) being the loop-shaped, preferably the ring-shaped, dipole magnet (x41-b) described herein, wherein the projection of the line (α) where the bar dipole magnets (x31) of the first

35 magnetic-field generating device (x30) are arranged and the projection of the magnetic axis of the additional second magnetic-field generating device (x40) being the loop-shaped, preferably the ring-shaped, dipole magnet (x41-b) described herein form along the axis of spinning onto a plane perpendicular to the axis of spinning an angle (Ω) either in the range from about 5° to about 175° or in the range from about -5° to about -175° , preferably in the range from about 15° to about 165°

40 or in the range from about -15° to about -165° .

[0098] According to another embodiment and as shown in Fig. 10A1, the second magnetic-field generating device (x40) comprises at least one pair of two bar dipole magnets (x41), each of said bar dipole magnets (x41) having its North-South magnetic axis substantially parallel to the axis of spinning (i.e. substantially perpendicular to the substrate (x20) surface), said two bar dipole magnets (x41) of the pair having opposite magnetic field directions and being arranged in a symmetric configuration around the axis of spinning along a line (β), said line (β) being different from the line (α). With the aim of ensuring that the spinneable magnetic assemblies (x00) described herein does not comprise any vertical mirror plane on the spinning axis, the distance between the spinning axis and each of the bar dipole magnets (x31) of the first magnetic-field generating device (x30) along the line (α) is different from the distance between the spinning axis and each of the bar dipole magnets (x41) of the second magnetic-field generating device (x40). The spinneable magnetic assemblies (x00) described herein comprise the first magnetic-field generating device (x30) described herein and the second magnetic-field generating device (x40) described herein, wherein the projection of the line (α) where the bar dipole magnets (x31) of the first magnetic-field generating device (x30) are arranged and the projection of the line (β) where the bar dipole magnets (x41) of the second magnetic-field generating device (x40) are arranged form along the axis of spinning onto a plane perpendicular to the axis of spinning an angle (Ω) either in the range from about 5° to about 175° or in the range from about -5° to about -175° , preferably in the range from about 15° to about 165° or in the range from about -15° to about -165° . The two bar dipole magnets (x41) of the pair of the second magnetic-field generating device (x40) described herein may be adjacent to each other (see Fig. 10A) or may be spaced apart along the line (β).

[0099] When the magnetic-field generating devices (x30, x40) are co-axially arranged on top of each other, the distance (d) between the first magnetic-field generating device (x30) described herein and the second magnetic-field generating device (x40) described herein is preferably between about 0 and about 10 mm, more preferably between about 0 mm and about 5 mm and still more preferably 0.

[0100] The disc-shaped dipole magnet (x41) of the second magnetic-field generating device (x40), the loop-shaped, preferably the ring-shaped, dipole magnet(s) (x41) of the second magnetic-field generating device (x40), the bar dipole magnet(s) of the second magnetic-field generating device (x40), and the bar dipole magnets (x31) of the first magnetic-field generating device (x30) are preferably independently made of high-coercivity materials (also referred as strong magnetic materials). Suitable high-coercivity materials are materials having a maximum value of energy product $(BH)_{\max}$ of at least 20 kJ/m^3 , preferably at least 50 kJ/m^3 , more preferably at least 100 kJ/m^3 , even more preferably at least 200 kJ/m^3 . They are preferably made of one or more sintered or polymer bonded magnetic materials selected from the group consisting of Alnicos such as for example Alnico 5 (R1-1-1), Alnico 5 DG (R1-1-2), Alnico 5-7 (R1-1-3), Alnico 6 (R1-1-4), Alnico 8 (R1-1-5), Alnico 8 HC (R1-1-7) and Alnico 9 (R1-1-6); hexaferrites of formula $M\text{Fe}_{12}\text{O}_{19}$, (e.g. strontium hexaferrite ($\text{SrO} \cdot 6\text{Fe}_2\text{O}_3$) or barium hexaferrites ($\text{BaO} \cdot 6\text{Fe}_2\text{O}_3$)), hard ferrites of the formula $M\text{Fe}_2\text{O}_4$ (e.g. as cobalt ferrite (CoFe_2O_4) or magnetite (Fe_3O_4)), wherein M is

a bivalent metal ion), ceramic 8 (SI-1-5); rare earth magnetic materials selected from the group comprising RECo_5 (with RE = Sm or Pr), $\text{RE}_2\text{TM}_{17}$ (with RE = Sm, TM = Fe, Cu, Co, Zr, Hf), $\text{RE}_2\text{TM}_{14}\text{B}$ (with RE = Nd, Pr, Dy, TM = Fe, Co); anisotropic alloys of Fe Cr Co; materials selected from the group of PtCo, MnAlC, RE Cobalt 5/16, RE Cobalt 14. Preferably, the high-coercivity materials of the magnet bars are selected from the groups consisting of rare earth magnetic materials, and more preferably from the group consisting of $\text{Nd}_2\text{Fe}_{14}\text{B}$ and SmCo_5 . Particularly preferred are easily workable permanent-magnetic composite materials that comprise a permanent-magnetic filler, such as strontium-hexaferrite ($\text{SrFe}_{12}\text{O}_{19}$) or neodymium-iron-boron ($\text{Nd}_2\text{Fe}_{14}\text{B}$) powder, in a plastic- or rubber-type matrix.

[0101] The distance (h) between the upmost surface of the first magnetic-field generating device (x30) or the second magnetic-field generating device (x40) described herein and the lower surface of the substrate (x20) facing either the first magnetic-field generating device (x30) or the second magnetic-field generating device (x40) is preferably between about 0.5 mm and about 10 mm, more preferably between about 0.5 mm and about 7 mm and still more preferably between about 1 mm and 7 mm.

[0102] The materials of the disc-shaped dipole magnet (x41) of the second magnetic-field generating device (x40), the loop-shaped, preferably the ring-shaped, dipole magnet(s) (x41) of the second magnetic-field generating device (x40), the bar dipole magnet(s) of the second magnetic-field generating device (x40), and the bar dipole magnets (x31) of the first magnetic-field generating device (x30) and the distances (d), (h) are selected such that the magnetic field resulting from the interaction of the magnetic field produced by the first and second magnetic-field generating devices (x30 and x40) of the spinning magnetic assembly (x00) is suitable for producing the optical effects layers (OELs) described herein. The magnetic field produced by the first and second magnetic-field generating devices (x30 and x40) of the spinning magnetic assembly (x00) interacts so that the resulting magnetic field of the apparatus is able to orient the non-spherical oblate magnetic or magnetizable pigment particles in an as yet uncured radiation curable coating composition on the substrate, which are disposed in the magnetic field of the apparatus to produce an optical impression of at least one circularly moving spot or at least one circularly moving comet-shaped spot rotating upon tilting said OEL.

[0103] The disc-shaped dipole magnet (x41) of the second magnetic-field generating device (x40), the loop-shaped, preferably the ring-shaped, dipole magnet(s) (x41) of the second magnetic-field generating device (x40), the bar dipole magnet(s) of the second magnetic-field generating device (x40), the bar dipole magnets (x31) of the first magnetic-field generating device (x31) and the supporting matrix (x32) described herein may be combined in specific embodiments described hereabove and depicted in Fig. 5A1-10A1.

[0104] Fig. 5A1 illustrates an example of a spinneable magnetic assembly (500) suitable for producing optical effect layers (OELs) (510) comprising non-spherical oblate magnetic or magnetizable pigment particles on a substrate (520) according to the present invention. The spinneable magnetic assembly (500) comprises a first magnetic-field generating device (530) comprising a pair of two bar dipole magnets (531) at least partially, in particular fully, embedded in

a supporting matrix (532), in particular a disc-shaped supporting matrix (532), and a second magnetic-field generating device (540) comprising a disc-shaped dipole magnet (541), wherein the first magnetic-field generating device (530) is coaxially placed on top of the second magnetic-field generating device (540), i.e. the first magnetic-field generating device (530) is placed between the second magnetic-field generating device (540) and the substrate (520). The spinneable magnetic assembly (500) comprising the first magnetic-field generating device (530) and the second magnetic-field generating device (540) is able to spin around an axis of spinning substantially perpendicular to the substrate (520) surface.

[0105] The two bar dipole magnets (531) of the first magnetic-field generating device (530) have magnetic axes substantially parallel to the axis of spinning (i.e. substantially perpendicular to the substrate (520) surface), have opposite magnetic field directions and are arranged in a symmetric configuration around the axis of spinning along a line (α), said line (α) consisting of a symmetry axis, in particular a diameter, of the disc-shaped supporting matrix (532).

[0106] The supporting matrix (532), in particular the disc-shaped supporting matrix (532), comprises two voids having the same shape as the bar dipole magnets (531). The top and lower surfaces of the bar dipole magnet (531) of the first magnetic-field generating device (530) are respectively flush with the top and lower surfaces of the symmetric supporting matrix (532).

[0107] The disc-shaped dipole magnet (541) of the second magnetic-field generating device (540) has a magnetic axis substantially perpendicular to the axis of spinning (i.e. substantially parallel to the substrate (520) surface) and is diametrically magnetized.

[0108] As shown in Fig. 5A2, the projection of the line (α) where the two bar dipole magnets (531) of the first magnetic-field generating device (530) are arranged and the projection of the magnetic axis of the disc-shaped dipole magnet (541) of the second magnetic-field generating device (540) form along the axis of spinning onto a plane perpendicular to the axis of spinning an angle (Ω) either in the range from about 5° to about 175° or in the range from about -5° to about -175° , preferably in the range from about 15° to about 165° or in the range from about -15° to about -165° , in particular a value of -45° .

[0109] The distance (d) between the lower surface of the two bar dipole magnets (531) of the first magnetic-field generating device (530) (also corresponding to the lower surface of the supporting matrix (532)), in particular the disc-shaped supporting matrix (532)) and the upper surface of the disc-shaped dipole magnet (541) of the second magnetic-field generating device (540) is preferably between about 0 and about 10 mm, more preferably between about 0 and about 5 mm and is still more preferably about 0, i.e. the first magnetic-field generating device (530) and the second magnetic-field generating device (540) are in direct contact.

[0110] The distance (h) between the upper surface of the two bar dipole magnets (531) (also corresponding to the upper surface of the supporting matrix (532), in particular the disc-shaped supporting matrix (532)) and the surface of the substrate (520) facing the spinneable magnetic assembly (500) is preferably between about 0.5 mm and about 10 mm, more preferably between about 0.5 mm and about 7 mm and still more preferably between about 1 mm and 7 mm.

[0111] The resulting OEL produced with the spinning magnetic assembly (500) illustrated in Fig.

5A1 is shown in Fig. 5C at different viewing angles by tilting the substrate (520) between -30° and $+30^\circ$. The so-obtained OEL provides the optical impression of a circularly moving comet-shaped spot rotating counterclockwise upon tilting said OEL. Fig. 5D represents the deflection angles in spherical polar coordinates of a beam of light of a conoscopic scatterometer impinging the substrate (520) surface at normal incidence, along a diameter of the OEL shown in Fig. 5C.

[0112] Fig. 6A1 illustrates an example of a spinneable magnetic assembly (600) suitable for producing optical effect layers (OELs) (610) comprising non-spherical oblate magnetic or magnetizable pigment particles on a substrate (620) according to the present invention. The spinneable magnetic assembly (600) comprises a first magnetic-field generating device (630) comprising two pairs (D1, D2) of two bar dipole magnets (631) at least partially, in particular fully, embedded in a supporting matrix (632), in particular a disc-shaped supporting matrix (632), and a second magnetic-field generating device (640) comprising a disc-shaped dipole magnet (641), wherein the first magnetic-field generating device (630) is coaxially placed on top of the second magnetic-field generating device (640) i.e. the first magnetic-field generating device (630) is placed between the second magnetic-field generating device (640) and the substrate (620). The spinneable magnetic assembly (600) comprising the first magnetic-field generating device (630) and the second magnetic-field generating device (640) is able to spin around an axis of spinning substantially perpendicular to the substrate (620) surface.

[0113] The four bar dipole magnets (631) of the first magnetic-field generating device (630) have magnetic axes substantially parallel to the axis of spinning (i.e. substantially perpendicular to the substrate (620) surface) and are arranged in a symmetric configuration around the axis of spinning along a line (α), said line (α) consisting of a symmetry axis, in particular a diameter, of the disc-shaped supporting matrix (632). Each pair of said two pairs (D1, D2) of the first magnetic-field generating device (630) comprises two bar dipole magnets (631) having opposite magnetic field directions.

[0114] The supporting matrix (632), in particular the disc-shaped supporting matrix (632), comprises four voids having the same shape as the four bar dipole magnets (631). The top and lower surfaces of the bar dipole magnet (631) of the first magnetic-field generating device (630) are respectively flush with the top and lower surfaces of the symmetric supporting matrix (632).

[0115] The disc-shaped dipole magnet (641) of the second magnetic-field generating device (640) has a magnetic axis substantially perpendicular to the axis of spinning (i.e. substantially parallel to the substrate (620) surface) and is diametrically magnetized.

[0116] As shown in Fig. 6A2, the projection of the line (α) where the four bar dipole magnets (631) of the first magnetic-field generating device (630) are arranged and the projection of the magnetic axis of the disc-shaped dipole magnet (641) of the second magnetic-field generating device (640) form along the axis of spinning onto a plane perpendicular to the axis of spinning an angle (Ω) either in the range from about 5° to about 175° or in the range from about -5° to about -175° , preferably in the range from about 15° to about 165° or in the range from about -15° to about -165° , in particular a value of about -120° .

[0117] The distance (d) between the lower surface of the four bar dipole magnets (631) of the first

magnetic-field generating device (630) (also corresponding to the lower surface of the supporting matrix (632), in particular the disc-shaped supporting matrix (632)) and the upper surface of the disc-shaped dipole magnet (641) of the second magnetic-field generating device (640) is preferably between about 0 and about 10 mm, more preferably between about 0 and about 5 mm and is still more preferably about 0, i.e. the first magnetic-field generating device (630) and the second magnetic-field generating device (640) are in direct contact.

[0118] The distance (h) between the upper surface of the four bar dipole magnets (631) of the first magnetic-field generating device (630) (also corresponding to the upper surface of the supporting matrix (632), in particular the disc-shaped supporting matrix (632)) and the surface of the substrate (620) facing the spinneable magnetic assembly (600) is preferably between about 0.5 mm and about 10 mm, more preferably between about 0.5 mm and about 7 mm and still more preferably between about 1 mm and 7 mm.

[0119] The resulting OEL produced with the spinning magnetic assembly (600) illustrated in Fig. 6A1 is shown in Fig. 6C at different viewing angles by tilting the substrate (620) between -30° and $+30^\circ$. The so-obtained OEL provides the optical impression of a circularly moving comet-shaped spot rotating counterclockwise upon tilting said OEL. Fig. 6D represents the deflection angles in spherical polar coordinates of a beam of light of a conoscopic scatterometer impinging the substrate (620) surface at normal incidence, along a diameter of the OEL shown in Fig. 6C.

[0120] Fig. 7A1 illustrates an example of a spinneable magnetic assembly (700) suitable for producing optical effect layers (OELs) (710) comprising non-spherical oblate magnetic or magnetizable pigment particles on a substrate (720) according to the present invention. The spinneable magnetic assembly (700) comprises a first magnetic-field generating device (730) comprising two pairs (D1, D2) of two bar dipole magnets (731) at least partially, in particular fully, embedded in a supporting matrix (732), in particular a disc-shaped supporting matrix (732), and a second magnetic-field generating device (740) comprising a disc-shaped dipole magnet (741), wherein the first magnetic-field generating device (730) is coaxially placed below the second magnetic-field generating device (740) i.e. the second magnetic-field generating device (740) is placed between the first magnetic-field generating device (730) and the substrate (720). The spinneable magnetic assembly (700) comprising the first magnetic-field generating device (730) and the second magnetic-field generating device (740) is able to spin around an axis of spinning substantially perpendicular to the substrate (720) surface.

[0121] The four bar dipole magnets (731) of the first magnetic-field generating device (730) have magnetic axes substantially parallel to the axis of spinning (i.e. substantially perpendicular to the substrate (720) surface) and are arranged in a symmetric configuration around the axis of spinning along a line (α), said line (α) consisting of a symmetry axis, in particular a diameter, of the disc-shaped supporting matrix (732). Each pair of said two pairs (D1, D2) of the first magnetic-field generating device (730) comprises two bar dipole magnets (731) having opposite magnetic field directions.

[0122] The supporting matrix (732), in particular the disc-shaped supporting matrix (732), comprises four voids having the same shape as the bar dipole magnets (731). The top and lower

surfaces of the bar dipole magnet (731) of the first magnetic-field generating device (730) are respectively flush with the top and lower surfaces of the symmetric supporting matrix (732).

[0123] The disc-shaped dipole magnet (741) of the second magnetic-field generating device (740) has a magnetic axis substantially perpendicular to the axis of spinning (i.e. substantially parallel to the substrate (720) surface) and is diametrically magnetized.

[0124] As shown in Fig. 7A2, the projection of the line (α) where the four bar dipole magnets (731) of the first magnetic-field generating device (730) are arranged and the projection of the magnetic axis of the disc-shaped dipole magnet (741) of the second magnetic-field generating device (740) form along the axis of spinning onto a plane perpendicular to the axis of spinning an angle (Ω) either in the range from about 5° to about 175° or in the range from about -5° to about -175° , preferably in the range from about 15° to about 165° or in the range from about -15° to about -165° , in particular a value of about 90° .

[0125] The distance (d) between the upper surface of the four bar dipole magnets (731) of the first magnetic-field generating device (730) (also corresponding to the upper surface of the supporting matrix (732), in particular the disc-shaped supporting matrix (732)) and the lower surface of the disc-shaped dipole magnet (741) of the second magnetic-field generating device (740) is preferably between about 0 and about 10 mm, more preferably between about 0 and about 5 mm and is still more preferably about 0, i.e. the first magnetic-field generating device (730) and the second magnetic-field generating device (740) are in direct contact.

[0126] Fig. 7D represents the deflection angles in spherical polar coordinates of a beam of light of a conoscopic scatterometer impinging the substrate (720) surface at normal incidence, along a diameter of the OEL shown in Fig. 7C.

[0127] The distance (h) between the upper surface of the disc-shaped dipole magnet (741) of the second magnetic-field generating device (740) and the surface of the substrate (720) facing the spinneable magnetic assembly (700) is preferably between about 0.5 mm and about 10 mm, more preferably between about 0.5 mm and about 7 mm and still more preferably between about 1 mm and 7 mm.

[0128] The resulting OEL produced with the spinning magnetic assembly (700) illustrated in Fig. 7A1 is shown in Fig. 7C at different viewing angles by tilting the substrate (720) between -30° and $+30^\circ$. The so-obtained OEL provides the optical impression of a circularly moving comet-shaped spot rotating counterclockwise upon tilting said OEL. Fig. 7D represents the deflection angles in spherical polar coordinates of a beam of light of a conoscopic scatterometer impinging the substrate (720) surface at normal incidence, along a diameter of the OEL shown in Fig. 7C.

[0129] Fig. 8A1 illustrates an example of a spinneable magnetic assembly (800) suitable for producing optical effect layers (OELs) (810) comprising non-spherical oblate magnetic or magnetizable pigment particles on a substrate (820) according to the present invention. The spinneable magnetic assembly (800) comprises a first magnetic-field generating device (830) comprising a pair of two bar dipole magnets (831) and a second magnetic-field generating device (840) comprising a bar dipole magnet (841), wherein the two bar dipole magnets (831) and the bar dipole magnet (841) are at least partially, in particular fully, embedded in a supporting matrix (832),

in particular a disc-shaped supporting matrix (832), and wherein the first magnetic-field generating device (830) and the second magnetic-field generating device (840) are arranged in the same plane. The spinneable magnetic assembly (800) comprising the first magnetic-field generating device (830) and the second magnetic-field generating device (840) is able to spin around an axis of spinning substantially perpendicular to the substrate (820) surface.

[0130] The two bar dipole magnets (831) of the first magnetic-field generating device (830) have magnetic axes substantially parallel to the axis of spinning (i.e. substantially perpendicular to the substrate (820) surface), have opposite magnetic field directions and are arranged in a symmetric configuration around the axis of spinning along a line (α), said line (α) consisting of a symmetry axis, in particular a diameter, of the disc-shaped supporting matrix (832).

[0131] The supporting matrix (832), in particular the disc-shaped supporting matrix (832), comprises three voids having the same shape as the two bar dipole magnets (831) and the bar dipole magnet (841). The top and lower surfaces of the two bar dipole magnet (831) of the first magnetic-field generating device (830) and the bar dipole magnet (841) of the second magnetic-field generating device (840) are respectively flush with the top and lower surfaces of the symmetric supporting matrix (832).

[0132] The bar dipole magnet (841) of the second magnetic-field generating device (840) has a magnetic axis substantially perpendicular to the axis of spinning (i.e. substantially parallel to the substrate (820) surface) and is arranged on the axis of spinning.

[0133] As shown in Fig. 8A2, the projection of the line (α) where the two bar dipole magnets (831) of the first magnetic-field generating device (830) are arranged and the projection of the magnetic axis of the bar dipole magnet (841) of the second magnetic-field generating device (840) form along the axis of spinning onto a plane perpendicular to the axis of spinning an angle (Ω) either in the range from about 5° to about 175° or in the range from about -5° to about -175° , preferably in the range from about 15° to about 165° or in the range from about -15° to about -165° , in particular a value of about -120° .

[0134] The distance (h) between the upper surface of the two bar dipole magnets (831) (also corresponding to the upper surface of the bar dipole magnet (841) of the second magnetic-field generating device (840) and also corresponding to the upper surface of the supporting matrix (832), in particular the disc-shaped supporting matrix (832)) and the surface of the substrate (820) facing the spinneable magnetic assembly (800) is preferably between about 0.5 mm and about 10 mm, more preferably between about 0.5 mm and about 7 mm and still more preferably between about 1 mm and 7 mm.

[0135] The resulting OEL produced with the spinning magnetic assembly (800) illustrated in Fig. 8A1 is shown in Fig. 8C at different viewing angles by tilting the substrate (820) between -30° and $+30^\circ$. The so-obtained OEL provides the optical impression of a circularly moving comet-shaped spot rotating counterclockwise upon tilting said OEL. Fig. 8D represents the deflection angles in spherical polar coordinates of a beam of light of a conoscopic scatterometer impinging the substrate (820) surface at normal incidence, along a diameter of the OEL shown in Fig. 8C.

[0136] Fig. 9A1 illustrates an example of a spinneable magnetic assembly (900) suitable for

producing optical effect layers (OELs) (910) comprising non-spherical oblate magnetic or magnetizable pigment particles on a substrate (920) according to the present invention. The spinneable magnetic assembly (900) comprises a first magnetic-field generating device (930) comprising a pair of two bar dipole magnets (931) and a second magnetic-field generating device (940) comprising a bar dipole magnet (941-a), wherein the two bar dipole magnets (931) and the bar dipole magnet (941-a) are at least partially, in particular fully, embedded in a supporting matrix (932), in particular a disc-shaped supporting matrix (932), and wherein the first magnetic-field generating device (930) and the bar dipole magnet (941-a) of the second magnetic-field generating device (940) are arranged in the same plane. The spinneable magnetic assembly (900) further comprises an additional second magnetic-field generating device comprising a disc-shaped dipole magnet (941-b) having its North-South magnetic axis substantially perpendicular to the axis of spinning (i.e. substantially parallel to the substrate (920) surface) and being coaxially placed below the first magnetic-field generating device (930). The spinneable magnetic assembly (900) comprising the first magnetic-field generating device (930) and the second magnetic-field generating device (940) is able to spin around an axis of spinning substantially perpendicular to the substrate (920) surface.

[0137] The two bar dipole magnets (931) of the first magnetic-field generating device (930) have magnetic axes substantially parallel to the axis of spinning (i.e. substantially perpendicular to the substrate (920) surface), have opposite magnetic field directions and are arranged in a symmetric configuration around the axis of spinning along a line (α), said line (α) consisting of a symmetry axis, in particular a diameter, of the disc-shaped supporting matrix (932).

[0138] The supporting matrix (932), in particular the disc-shaped supporting matrix (932), comprises three voids having the same shape as the two bar dipole magnets (931) and the bar dipole magnet (941-a). The top and lower surfaces of the two bar dipole magnet (931) of the first magnetic-field generating device (930) and the bar dipole magnet (941-a) of the second magnetic-field generating device (940) are respectively flush with the top and lower surfaces of the symmetric supporting matrix (932).

[0139] The bar dipole magnet (941-a) of the second magnetic-field generating device has a magnetic axis substantially perpendicular to the axis of spinning (i.e. substantially parallel to the substrate (920) surface) and is arranged on the axis of spinning.

[0140] The disc-shaped dipole magnet (941-b) of the additional second magnetic-field generating device has a magnetic axis substantially perpendicular to the axis of spinning (i.e. substantially parallel to the substrate (920) surface) and is diametrically magnetized.

[0141] As shown in Fig. 9A2, the projection of the line (α) where the two bar dipole magnets (931) of the first magnetic-field generating device (930) are arranged and the projection of the magnetic axis of disc-shaped dipole magnet (941-b) of the additional second magnetic-field generating device (940) form along the axis of spinning onto a plane perpendicular to the axis of spinning an angle (Ω) either in the range from about 5° to about 175° or in the range from about -5° to about -175° , preferably in the range from about 15° to about 165° or in the range from about -15° to about -165° , in particular a value of about -135° .

[0142] The distance (d) between the lower surface of the bar dipole magnets (931) of the first magnetic-field generating device (930) (also corresponding to the lower surface of the supporting matrix (932), in particular the disc-shaped supporting matrix (932), and also corresponding to the lower surface of the bar dipole magnet (941-b) of the second magnetic-field generating device (940)) and the upper surface of the disc-shaped dipole magnet (94a-1b) of the additional second magnetic-field generating device (940) is preferably between about 0 and about 10 mm, more preferably between about 0 and about 5 mm and is still more preferably about 0, i.e. the first magnetic-field generating device (930) and the second magnetic-field generating device (940) are in direct contact.

[0143] The distance (h) between the upper surface of the bar dipole magnets (931) of the first magnetic-field generating device (930) (also corresponding to the upper surface of the supporting matrix (932), in particular the disc-shaped supporting matrix (932), and also corresponding to the upper surface of the bar dipole magnet (941-a) of the second magnetic-field generating device (940)) and the surface of the substrate (920) facing the spinneable magnetic assembly (900) is preferably between about 0.5 mm and about 10 mm, more preferably between about 0.5 mm and about 7 mm and still more preferably between about 1 mm and 7 mm.

[0144] The resulting OEL produced with the spinning magnetic assembly (900) illustrated in Fig. 9A1 is shown in Fig. 9C at different viewing angles by tilting the substrate (920) between -30° and $+30^\circ$. The so-obtained OEL provides the optical impression of a circularly moving comet-shaped spot rotating counterclockwise upon tilting said OEL. Fig. 9D represents the deflection angles in spherical polar coordinates of a beam of light of a conoscopic scatterometer impinging the substrate (920) surface at normal incidence, along a diameter of the OEL shown in Fig. 9C.

[0145] Fig. 10A1 illustrates an example of a spinneable magnetic assembly (1000) suitable for producing optical effect layers (OELs) (1010) comprising non-spherical oblate magnetic or magnetizable pigment particles on a substrate (1020) according to the present invention. The spinneable magnetic assembly (1000) comprises a first magnetic-field generating device (1030) comprising a pair of two bar dipole magnets (1031) at least partially, in particular fully, embedded in a supporting matrix (1032), in particular a disc-shaped supporting matrix (1032), and a second magnetic-field generating device (1040) comprising a pair of two bar dipole magnets (1041) at least partially, in particular fully, embedded in the same supporting matrix (1032), in particular the same disc-shaped supporting matrix (1032). The spinneable magnetic assembly (1000) comprising the first magnetic-field generating device (1030) and the second magnetic-field generating device (1040) is able to spin around an axis of spinning substantially perpendicular to the substrate (1020) surface.

[0146] The two bar dipole magnets (1031) of the first magnetic-field generating device (1030) have magnetic axes substantially parallel to the axis of spinning (i.e. substantially perpendicular to the substrate (1020) surface), have opposite magnetic field directions and are arranged in a symmetric configuration around the axis of spinning along a line (α), said line (α) consisting of a symmetry axis, in particular a diameter, of the disc-shaped supporting matrix (1032).

[0147] The two bar dipole magnets (1041) of the second magnetic-field generating device (1040)

have magnetic axes substantially parallel to the axis of spinning (i.e. substantially perpendicular to the substrate (1020) surface), have opposite magnetic field directions and are arranged in a symmetric configuration around the axis of spinning along a line (β), said line (β) consisting of a symmetry axis, in particular a diameter, of the disc-shaped supporting matrix (1032) and said line (β) being different from the line (α).

[0148] Since the spinneable magnetic assembly (1000) does not comprise a vertical mirror plane on the spinning axis, the distance between the spinning axis and the bar dipole magnets (1031) of the first magnetic-field generating device (1030) along the line (α) is different from the distance between the spinning axis and bar dipole magnets (1041) of the second magnetic-field generating device (1040) along the line (β).

[0149] The supporting matrix (1032), in particular a disc-shaped supporting matrix (1032), comprises four voids having the same shape as the four bar dipole magnets (1031 and 1041). The top and lower surfaces of the bar dipole magnet (1031 and 1041) of the first and second magnetic-field generating devices (1030 and 1040) are respectively flush with the top and lower surfaces of the symmetric supporting matrix (1032).

[0150] As shown in Fig. 10A2, the projection of the line (α) where the bar dipole magnets (1031) of the first magnetic-field generating device (1030) are arranged and the projection of the line (β) where the bar dipole magnets (1041) of the second magnetic-field generating device (1040) are arranged form along the axis of spinning onto a plane perpendicular to the axis of spinning an angle (Ω) either in the range from about 5° to about 175° or in the range from about -5° to about -175° , preferably in the range from about 15° to about 165° or in the range from about -15° to about -165° , in particular a value of about -120° .

[0151] The distance (h) between the upper surface of the two bar dipole magnets (1031) of the first magnetic-field generating device (1030) (also corresponding to the upper surface of the supporting matrix (1032) and also corresponding to the upper surface of the two bar dipole magnets (1041) of the second magnetic-field generating device (1040)) and the surface of the substrate (1020) facing the spinneable magnetic assembly (1000) is preferably between about 0.5 mm and about 10 mm, more preferably between about 0.5 mm and about 7 mm and still more preferably between about 1 mm and 7 mm.

[0152] The resulting OEL produced with the spinning magnetic assembly (1000) illustrated in Fig. 10A1 is shown in Fig. 10C at different viewing angles by tilting the substrate (1020) between -30° and $+30^\circ$. The so-obtained OEL provides the optical impression of a circularly moving comet-shaped spot rotating counterclockwise upon tilting said OEL. Fig. 10D represents the deflection angles in spherical polar coordinates of a beam of light of a conoscopic scatterometer impinging the substrate (1020) surface at normal incidence, along a diameter of the OEL shown in Fig. 10C.

[0153] The present invention further provides printing apparatuses comprising a rotating magnetic cylinder and the one or more spinneable magnetic assemblies (x00) described herein, wherein said one or more spinneable magnetic assemblies (x00) are mounted to circumferential, axial or transverse grooves of the rotating magnetic cylinder as well as printing assemblies comprising a

flatbed unit and one or more of the spinneable magnetic assemblies described herein, wherein said one or more spinneable magnetic assemblies are mounted to recesses of the flatbed unit.

[0154] The rotating magnetic cylinder is meant to be used in, or in conjunction with, or being part of a printing or coating equipment, and bearing one or more spinneable magnetic assemblies described herein. In an embodiment, the rotating magnetic cylinder is part of a rotary, sheet-fed or web-fed industrial printing press that operates at high printing speed in a continuous way.

[0155] The flatbed unit is meant to be used in, or in conjunction with, or being part of a printing or coating equipment, and bearing one or more of the spinneable magnetic assemblies described herein. In an embodiment, the flatbed unit is part of a sheet-fed industrial printing press that operates in a discontinuous way.

[0156] The printing apparatuses comprising the rotating magnetic cylinder described herein or the flatbed unit described herein may include a substrate feeder for feeding a substrate such as those described herein having thereon a layer of non-spherical oblate magnetic or magnetizable pigment particles described herein, so that the magnetic assemblies generate a magnetic field that acts on the pigment particles to orient them to form an optical effect layer (OEL). In an embodiment of the printing apparatuses comprising a rotating magnetic cylinder described herein, the substrate is fed by the substrate feeder under the form of sheets or a web. In an embodiment of the printing apparatuses comprising a flatbed unit described herein, the substrate is fed under the form of sheets.

[0157] The printing apparatuses comprising the rotating magnetic cylinder described herein or the flatbed unit described herein may include a coating or printing unit for applying the radiation curable coating composition comprising the non-spherical oblate magnetic or magnetizable pigment particles described herein on the substrate described herein, the radiation curable coating composition comprising non-spherical oblate magnetic or magnetizable pigment particles that are oriented by the magnetic-field generated by the spinneable magnetic assemblies described herein to form an optical effect layer (OEL). In an embodiment of the printing apparatuses comprising a rotating magnetic cylinder described herein, the coating or printing unit works according to a rotary, continuous process. In an embodiment of the printing apparatuses comprising a flatbed unit described herein, the coating or printing unit works according to a linear, discontinuous process.

[0158] The printing apparatuses comprising the rotating magnetic cylinder described herein or the flatbed unit described herein may include a curing unit for at least partially curing the radiation curable coating composition comprising non-spherical oblate magnetic or magnetizable pigment particles that have been magnetically oriented by the spinneable magnetic assemblies described herein, thereby fixing the orientation and position of the non-spherical oblate magnetic or magnetizable pigment particles to produce an optical effect layer (OEL).

[0159] The OEL described herein may be provided directly on a substrate on which it shall remain permanently (such as for banknote applications). Alternatively, an OEL may also be provided on a temporary substrate for production purposes, from which the OEL is subsequently removed. This may for example facilitate the production of the OEL, particularly while the binder material is still in its fluid state. Thereafter, after at least partially curing the coating composition for the production of the

OEL, the temporary substrate may be removed from the OEL.

[0160] Alternatively, an adhesive layer may be present on the OEL or may be present on the substrate comprising an optical effect layer (OEL), said adhesive layer being on the side of the substrate opposite the side where the OEL is provided or on the same side as the OEL and on top of the OEL. Therefore an adhesive layer may be applied to the optical effect layer (OEL) or to the substrate. Such an article may be attached to all kinds of documents or other articles or items without printing or other processes involving machinery and rather high effort. Alternatively, the substrate described herein comprising the OEL described herein may be in the form of a transfer foil, which can be applied to a document or to an article in a separate transfer step. For this purpose, the substrate is provided with a release coating, on which the OEL are produced as described herein. One or more adhesive layers may be applied over the so produced OEL.

[0161] Also described herein are substrates such as those described herein comprising more than one, i.e. two, three, four, etc. optical effect layers (OEL) obtained by the process described herein.

[0162] Also described herein are articles, in particular security documents, decorative elements or objects, comprising the optical effect layer (OEL) produced according to the present invention. The articles, in particular security documents, decorative elements or objects, may comprise more than one (for example two, three, etc.) OELs produced according to the present invention.

[0163] As mentioned herein, the optical effect layer (OEL) produced according to the present invention may be used for decorative purposes as well as for protecting and authenticating a security document. Typical examples of decorative elements or objects include without limitation luxury goods, cosmetic packaging, automotive parts, electronic/electrical appliances, furniture and fingernail lacquers.

[0164] Security documents include without limitation value documents and value commercial goods. Typical example of value documents include without limitation banknotes, deeds, tickets, checks, vouchers, fiscal stamps and tax labels, agreements and the like, identity documents such as passports, identity cards, visas, driving licenses, bank cards, credit cards, transactions cards, access documents or cards, entrance tickets, public transportation tickets or titles and the like, preferably banknotes, identity documents, right-conferring documents, driving licenses and credit cards. The term "value commercial good" refers to packaging materials, in particular for cosmetic articles, nutraceutical articles, pharmaceutical articles, alcohols, tobacco articles, beverages or foodstuffs, electrical/electronic articles, fabrics or jewelry, i.e. articles that shall be protected against counterfeiting and/or illegal reproduction in order to warrant the content of the packaging like for instance genuine drugs. Examples of these packaging materials include without limitation labels, such as authentication brand labels, tamper evidence labels and seals. It is pointed out that the disclosed substrates, value documents and value commercial goods are given exclusively for exemplifying purposes, without restricting the scope of the invention.

[0165] Alternatively, the optical effect layer (OEL) may be produced onto an auxiliary substrate such as for example a security thread, security stripe, a foil, a decal, a window or a label and consequently transferred to a security document in a separate step.

EXAMPLES

[0166] Spinneable magnetic assemblies illustrated in Fig. 5A1-10A1 were used to orient non-spherical oblate optically variable magnetic pigment particles in a printed layer of the UV-curable screen printing ink described in Table 1 so as to produce optical effect layers (OELs) shown in Fig. 5C-10C. The UV-curable screen printing ink was applied onto a black commercial paper (Gascogne Laminates M-cote 120), said application being carried out by hand screen printing using a T90 screen so as to form a coating layer having a thickness of about 20 μm . The substrate carrying the applied layer of the UV-curable screen printing ink was placed on the spinning magnet assembly. The spinneable magnetic assemblies of Example E1-E6 and C1-C2 were spinning for about 5 seconds at a frequency of 30 Hz by using a motor as described in Fig. 2 of WO 2016/026896 A1. The so-obtained magnetic orientation pattern of the platelet-shaped optically variable pigment particles was then, partially simultaneously to the orientation step, (i.e. while the substrate carrying the applied layer of the UV-curable screen printing ink was still in the spinning magnetic field of the magnetic assembly), fixed by exposing for about 0.5 second to UV-curing the applied layer comprising the pigment particles using a UV-LED-lamp from Phoseon (Type FireFlex 50 x 75 mm, 395 nm, 8 W/cm²).

Table 1. UV-curable screen printing ink (coating composition):

Epoxyacrylate oligomer	28%
Trimethylolpropane triacrylate monomer	19.5%
Tripropyleneglycol diacrylate monomer	20%
Genorad 16 (Rahn)	1%
Aerosil 200 (Evonik)	1%
Speedcure TPO-L (Lambson)	2%
Irgacure® 500 (BASF)	6%
Genocure® EPD (Rahn)	2%
BYK® 371 (BYK)	2%
Tego Foamex N (Evonik)	2%
7-layer optically variable magnetic pigment particles (*)	16.5%

(*) gold-to-green optically variable magnetic pigment particles having a flake shape (platelet-shaped pigment particles) of diameter d50 about 9 μm and thickness about 1 μm , obtained from Viavi Solutions, Santa Rosa, CA.

Measurement of pigment particles orientation (Fig. 4)

[0167] The measurements of the orientation pattern of the non-spherical platelet-shaped optically variable magnetic pigment particles along a diameter of the OEL were carried out on a conoscopic scatterometer from Eckhardt Optics LLC (*Eckhardt Optics LLC*, 5430 Jefferson Ct, White Bear Lake, MN 55110; <http://eckop.com>).

[0168] The substrates (x20) carrying the coating layer (x10) were independently and successively placed flat on a manual xy-table in the front focal plane of the conoscopic scatterometer. The xy-

table was adjustable between 0 and 26 mm on both axes. The xy-table carrying the substrate with the OEL was manually adjusted under the optical system such that the center of the OEL (identifiable by pigment particles' orientation having a zero zenith angle as a consequence of the circular symmetry of the OEL and the circular symmetry of the orientation pattern) was facing the center of the optical system. The origin of the x-axis was arbitrarily set at 13 mm, along both axis of the xy-table (middle of the scan range).

[0169] The coating layer comprising the oriented non-spherical platelet-shaped optically variable magnetic pigment particles was illuminated at orthogonal incidence through the optics with a 1 mm diameter beam of parallel green light (520 nm). A measure of the light beam deflection angles upon reflection by the sample was taken every 0.5 mm (E1-E3, E5 and C1-C2) or every 0.25 mm (E4 and E6) along the diameter of the OEL and reported in spherical polar coordinates in Fig. 3C, 3F and 5D-10D. Hence, Fig. 3C, 3F and 5D-10D illustrate the variation of azimuth angle θ and zenithal deflection angle ϕ' along a diameter of the OEL along the x direction. The direction of scanning along the diameter is indicated in the relevant graphs, starting with negative x values at one end (A) of the graph and positive x values at the other end (B), in 0.5 mm or 0.25 mm steps.

Comparative Example C1 (Fig. 3A-C)

[0170] Comparative Example C1 (Fig. 3A-C) was prepared according to Example E1 of WO 2016/026896 A1, Figs. 1 and 13.

[0171] The magnetic assembly (300A) used to prepare C1 comprised a disc-shaped dipole magnet (300A). The disc-shaped dipole magnet (300A) was diametrically magnetized and had a diameter (A1) of about 30 mm and a thickness (A2) of about 3 mm. The magnetic axis of the disc-shaped dipole magnet (300A) was substantially perpendicular to the axis of spinning and substantially parallel to the substrate (320A) surface. The disc-shaped dipole magnet was made of NdFeB N40.

[0172] The distance (h) between the upper surface of the disc-shaped dipole magnet (300A) and the surface of the substrate (320A) facing the dipole magnet was about 5 mm.

[0173] The magnetic assembly (300A) was spinning around an axis of spinning perpendicular to the substrate (320A) surface at a speed of about 30 Hz.

[0174] The resulting OEL produced with the magnetic assembly (300A) illustrated in Fig. 3A is shown in Fig. 3B. The so-obtained OEL provides the optical impression of a dome.

[0175] The conoscopic scatterometry of the OEL shown in Fig. 3B allowed the measurement of the orientation pattern of the non-spherical platelet-shaped optically variable magnetic pigment particles and the resulting graph is shown in Fig. 3C. Over a distance ranging from -9.7 mm (A) to +9.3 mm (B) along the x direction, the zenithal deflection angle ϕ' spans values between 0° and about 55° , and the azimuth angle θ remains substantially constant at about 180° in the negative x branch, and symmetrically, at about 360° in the locations where x is positive.

Comparative Example C2 (Fig. 3D-F)

[0176] Comparative example C2 (Fig. 3D-F) was prepared with a magnetic device similar to

Example E2 of WO 2016/026896 A1.

[0177] The magnetic assembly (300D) used to prepare C2 consisted of a centered arrangement of three collinear bar dipole magnets (331D) embedded in a supporting matrix (350D).

[0178] Each of the three bar dipole magnets (331D) was a cubic block having a length (A3) of about 5 mm. The three bar dipole magnets (331D) were disposed symmetrically around the center of the supporting matrix (350D) at a distance (A4) of about 5 mm from each other along the diameter of the supporting matrix (350D). The magnetic axis of the three bar dipole magnets (331D) was substantially perpendicular to the axis of spinning and substantially parallel to the substrate (320D) surface, with the North pole of said three bar dipole magnets (331D) pointing in the same direction. The three bar dipole magnets (331D) were made of NdFeB N45.

[0179] The three bar dipole magnets (331D) were embedded in a supporting matrix (350D) comprising three voids having the same shape as the bar dipole magnets (331D). The supporting matrix (350D) had a diameter (A1) of about 30 mm and a thickness (A2) of about 5 mm. The supporting matrix (350D) was made of POM (polyoxymethylene). The top and lower surfaces of the three bar dipole magnets (331D) were respectively flush with the top and lower surfaces of the supporting matrix (350D).

[0180] The distance (h) between the upper surface of the three bar dipole magnets (331D) embedded in the supporting matrix (350D) and the surface of the substrate (320D) facing the three bar dipole magnets (331D) was about 5 mm.

[0181] The magnetic assembly (300D) was spinning around the axis of spinning being substantially perpendicular to the substrate (320D) surface at a speed of about 30 Hz.

[0182] The resulting OEL produced with the magnetic assembly illustrated in Fig. 3D is shown in Fig. 3E. The so-obtained OEL provides the optical impression of a protrusion nested in the center of multiple rings.

[0183] The conoscopic scatterometry of the OEL shown in Fig. 3E allowed the measurement of the orientation pattern of the non-spherical platelet-shaped optically variable magnetic pigment particles and the resulting graph is shown in Fig. 3F. Over a distance along the x direction, the zenithal deflection angle φ' and the azimuth angle θ varied significantly, but remained constrained to angular locations close to the 0°-180° axis. Close to the 0°-180° axis in this context means that deflection angle remains within 10°-15° of the plane of incidence (x14, 214 in Fig. 2B).

Example 1, E1 (Fig. 5)

[0184] The spinneable magnetic assembly (500) used to prepare the optical effect layer (510) of Example 1 on the substrate (520) is illustrated in Fig. 5A1 and 5B.

[0185] The magnetic assembly (500) had an axis of spinning (arrow) and comprised a first magnetic-field generating device (530) comprising a pair of two bar dipole magnets (531) embedded in a disc-shaped supporting matrix (532) having a symmetry axis (α) (corresponding to a diameter of the disc-shaped supporting matrix (532)) and a second magnetic-field generating device (540) comprising a disc-shaped dipole magnet (541), wherein the first magnetic-field generating device (530) was placed on top of the second magnetic-field generating device (540).

[0186] Each of the two bar dipole magnets (531) of the first magnetic-field generating device (530) had a length and a width (A3) of about 3 mm and a thickness (A2) of about 3 mm. The two bar dipole magnets (531) were disposed symmetrically around the axis of spinning and on the symmetry axis/diameter (α) of the disc-shaped supporting matrix (532) at a distance (A4) of about 3.5 mm from each other along the symmetry axis/diameter (α) of the disc-shaped supporting matrix (532). The magnetic axis of each of the two bar dipole magnets (531) was substantially parallel to the axis of spinning and substantially perpendicular to the substrate (520) surface, with the North pole of each of said two bar dipole magnets (531) pointing in the opposite direction. The two bar dipole magnets (531) were made of NdFeB N45.

[0187] The two bar dipole magnets (531) were embedded in the disc-shaped supporting matrix (532) comprising two voids having the same shape as the bar dipole magnets (531). The disc-shaped supporting matrix (532) had a diameter (A1) of about 25 mm and a thickness (A2) of about 3 mm. The disc-shaped supporting matrix (532) was made of POM (polyoxymethylene). The top and lower surfaces of the bar dipole magnets (531) of the first magnetic-field generating device (530) were respectively flush with the top and lower surfaces of the disc-shaped supporting matrix (532).

[0188] The disc-shaped dipole magnet (541) of the second magnetic-field generating device (540) had a diameter (A5) of about 25 mm and a thickness (A6) of about 3 mm. The magnetic axis of the disc-shaped dipole magnet (541) was substantially perpendicular to the axis of spinning and substantially parallel to the substrate (520) surface. The disc-shaped dipole magnet (541) was made of NdFeB N40.

[0189] As shown in Fig. 5A2, the projection of the symmetry axis/diameter (α) where the two bar dipole magnets (531) of the first magnetic-field generating device (530) were arranged and the projection of the magnetic axis of the disc-shaped dipole magnet (541) of the second magnetic-field generating device (540) formed along the axis of spinning onto a plane perpendicular to the axis of spinning an angle (Ω) of about -45° .

[0190] The distance (d) between the lower surface of the disc-shaped supporting matrix (532) of the first magnetic-field generating device (530) and the upper surface of the disc-shaped dipole magnet (541) of the second magnetic-field generating device (540) was 0 mm, i.e. the disc-shaped supporting matrix (532) (as well as the two bar dipole magnets (531)) and the disc-shaped dipole magnet (541) were in direct contact. The distance (h) between the upper surface of the disc-shaped supporting matrix (532) of the first magnetic-field generating device (530) (as well as the two bar dipole magnets (531)) and the surface of the substrate (520) facing the disc-shaped supporting matrix (532) was about 6 mm.

[0191] The magnetic assembly (500) comprising the first and second magnetic-field generating devices (530 and 540) was spinning around the axis of spinning being substantially perpendicular to the substrate (520) surface.

[0192] The resulting OEL produced with the magnetic assembly illustrated in Fig. 5A1 is shown in Fig. 5C at different viewing angles by tilting the substrate (520) between -30° and $+30^\circ$. The so-obtained OEL provides the optical impression of circularly moving comet-shaped spot rotating

counterclockwise upon tilting said OEL.

[0193] The conoscopic scatterometry of the OEL shown in Fig. 5C allowed the measurement of the orientation pattern (see Fig. 5D) of the non-spherical platelet-shaped optically variable magnetic pigment particles. Over a distance ranging from -1.9 mm (A) to $+2.6$ mm (B) along the x direction, the zenithal deflection angle φ' spans a range of values from 0° to about 30° , and the azimuth angle θ spans a range of values from about 208° to about 212° in the negative x branch, and symmetrically, from about 28° to about 32° in the locations where x is positive.

Example 2, E2 (Fig. 6)

[0194] The spinneable magnetic assembly (600) used to prepare the optical effect layer (610) of Example 2 on the substrate (620) is illustrated in Fig. 6A1 and 6B.

[0195] The magnetic assembly (600) had an axis of spinning (arrow) and comprised a first magnetic-field generating device (630) comprising two pairs (D1, D2) of two, i.e. four, bar dipole magnets (631) embedded in a disc-shaped supporting matrix (632) having a symmetry axis (α) (corresponding to a diameter of the disc-shaped supporting matrix (632)) and a second magnetic-field generating device (640) comprising a disc-shaped dipole magnet (641), wherein the first magnetic-field generating device (630) was placed on top of the second magnetic-field generating device (640).

[0196] Each of the four bar dipole magnet (631) of the first magnetic-field generating device (630) had a length and a width (A3) of about 3 mm and a thickness (A2) of about 3 mm. The four bar dipole magnets (631) were disposed symmetrically around the axis of spinning and on the symmetry axis/diameter (α) of the disc-shaped supporting matrix (632) at a distance (A4) of about 3.5 mm from each other along the symmetry axis/diameter (α) of the disc-shaped supporting matrix (632). The magnetic axis of each of the four bar dipole magnets (631) was substantially parallel to the axis of spinning and substantially perpendicular to the substrate (620) surface. For each pair of two bar dipole magnets (631), the North pole of said two bar dipole magnets (631) pointed in the opposite direction. The four bar dipole magnets (631) were made of NdFeB N45.

[0197] The four bar dipole magnets (631) were embedded in a disc-shaped supporting matrix (632) comprising four voids having the same shape as the four bar dipole magnets (631). The disc-shaped supporting matrix (632) had a diameter (A1) of about 25 mm and a thickness (A2) of about 3 mm. The disc-shaped supporting matrix (632) was made of POM (polyoxymethylene). The top and lower surfaces of the bar dipole magnets (631) of the first magnetic-field generating device (630) were respectively flush with the top and lower surfaces of the disc-shaped supporting matrix (632).

[0198] The disc-shaped dipole magnet (641) of the second magnetic-field generating device (640) had a diameter (A5) of about 25 mm and a thickness (A6) of about 2 mm. The magnetic axis of the disc-shaped dipole magnet (641) was substantially perpendicular to the axis of spinning and substantially parallel to the substrate (620) surface. The disc-shaped dipole magnet (641) was made of NdFeB N40.

[0199] As shown in Fig. 6A2, the projection of the symmetry axis/diameter (α) where the two bar

dipole magnets (631) of the first magnetic-field generating device (630) were arranged and the projection of the magnetic axis of the disc-shaped dipole magnet (641) of the second magnetic-field generating device (640) formed along the axis of spinning onto a plane perpendicular to the axis of spinning an angle (Ω) of about -120° .

5 **[0200]** The distance (d) between the lower surface of the disc-shaped supporting matrix (632) of the first magnetic-field generating device (640) and the upper surface of the disc-shaped dipole magnet (641) of the second magnetic-field generating device (640) was 0 mm, i.e. the disc-shaped supporting matrix (642) (as well as the four bar dipole magnets (631)) and the disc-shaped dipole magnet (641) were in direct contact. The distance (h) between the upper surface of the disc-shaped supporting matrix (632) (as well as the four bar dipole magnets (631)) of the first magnetic-field generating device (630) and the surface of the substrate (620) facing the disc-shaped supporting matrix (632) was about 2.5 mm.

[0201] The magnetic assembly (600) comprising the first and second magnetic-field generating devices (630 and 640) was spinning around the axis of spinning being substantially perpendicular to the substrate (620) surface.

[0202] The resulting OEL produced with the magnetic assembly illustrated in Fig. 6A1 is shown in Fig. 6C at different viewing angles by tilting the substrate (620) between -30° and $+30^\circ$. The so-obtained OEL provides the optical impression of circularly moving comet-shaped spot rotating counterclockwise upon tilting said OEL.

20 **[0203]** The conoscopic scatterometry of the OEL shown in Fig. 6C allowed the measurement of the orientation pattern (see Fig. 6D) of the non-spherical platelet-shaped optically variable magnetic pigment particles. Over a distance ranging from -4.2 mm (A) to $+3.8$ mm (B) along the x direction, the zenithal deflection angle φ' spans a range of values from 0° to about 45° , and the azimuth angle θ spans a range of values from about 130° to about 150° in the negative x branch, and symmetrically, from about 330° to about 315° in the locations where x is positive.

Example 3, E3 (Fig. 7)

[0204] The spinneable magnetic assembly (700) used to prepare the optical effect layer (710) of Example 3 on the substrate (720) is illustrated in Fig. 7A1 and 7B.

30 **[0205]** The magnetic assembly (700) had an axis of spinning (arrow) and comprised a first magnetic-field generating device (730) comprising two pairs (D1, D2) of two, i.e. four, bar dipole magnets (731) embedded in a disc-shaped supporting matrix (732) having a symmetry axis (α) (corresponding to a diameter of the disc-shaped supporting matrix (732)) and a second magnetic-field generating device (740) comprising a disc-shaped dipole magnet (741), wherein the second magnetic-field generating device (740) was placed on top of the first magnetic-field generating device (730).

[0206] Each of the four bar dipole magnet (731) of the first magnetic-field generating device (730) had a length and a width (A3) of about 3 mm and a thickness (A2) of about 3 mm. The four bar dipole magnets (731) were disposed symmetrically around the axis of spinning and on the symmetry axis/diameter (α) of the disc-shaped supporting matrix (732) at a distance (A4) of about

3.5 mm from each other along the symmetry axis/diameter (α) of the disc-shaped supporting matrix (732). The magnetic axis of each of the four bar dipole magnets (731) was substantially parallel to the axis of spinning and substantially perpendicular to the substrate (720) surface. For each pair of two bar dipole magnets (731), the North pole of said two bar dipole magnets (731) pointed in the opposite direction. The four bar dipole magnets (731) were made of NdFeB N45.

[0207] The four bar dipole magnets (731) were embedded in a disc-shaped supporting matrix (732) comprising four voids having the same shape as the four bar dipole magnets (731). The disc-shaped supporting matrix (732) had a diameter (A1) of about 25 mm and a thickness (A2) of about 3 mm. The disc-shaped supporting matrix (732) was made of POM (polyoxymethylene). The top and lower surfaces of the bar dipole magnets (731) of the first magnetic-field generating device (730) were respectively flush with the top and lower surfaces of the disc-shaped supporting matrix (732).

[0208] The disc-shaped dipole magnet (741) of the second magnetic-field generating device (730) had a diameter (A5) of about 25 mm and a thickness (A6) of about 2 mm. The magnetic axis of the disc-shaped dipole magnet (741) was substantially perpendicular to the axis of spinning and substantially parallel to the substrate (720) surface. The disc-shaped dipole magnet (741) was made of NdFeB N40.

[0209] As shown in Fig. 7A2, the projection of the symmetry axis/diameter (α) where the four bar dipole magnets (731) of the first magnetic-field generating device (730) were arranged and the projection of the magnetic axis of the disc-shaped dipole magnet (741) of the second magnetic-field generating device (740) formed along the axis of spinning onto a plane perpendicular to the axis of spinning an angle (Ω) of about 90° .

[0210] The distance (d) between the upper surface of the disc-shaped supporting matrix (732) of the first magnetic-field generating device (730) and the lower surface of the disc-shaped dipole magnet (741) of the second magnetic-field generating device (740) was 0 mm, i.e. the disc-shaped supporting matrix (732) (as well as the four bar dipole magnets (731)) and the disc-shaped dipole magnet (741) were in direct contact. The distance (h) between the upper surface of the disc-shaped dipole magnet (741) of the second magnetic-field generating device (740) and the surface of the substrate (720) facing the disc-shaped supporting matrix (732) was about 3.0 mm.

[0211] The magnetic assembly (700) comprising the first and second magnetic-field generating devices (730 and 740) was spinning around the axis of spinning being substantially perpendicular to the substrate (720) surface.

[0212] The resulting OEL produced with the magnetic assembly illustrated in Fig. 7A1 is shown in Fig. 7C at different viewing angles by tilting the substrate (720) between -30° and $+30^\circ$. The so-obtained OEL provides the optical impression of circularly moving comet-shaped spot rotating counterclockwise upon tilting said OEL.

[0213] The conoscopic scatterometry of the OEL shown in Fig. 7C allowed the measurement of the orientation pattern (see Fig. 7D) of the non-spherical platelet-shaped optically variable magnetic pigment particles. Over a distance ranging from -4.2 mm (A) to +3.8 mm (B) along the x direction, the zenithal deflection angle φ' spans a range of values from 0° to about 40° , and the

azimuth angle θ spans a range of values from about 120° to about 135° in the negative x branch, and symmetrically, from about 315° to about 310° in the locations where x is positive.

Example 4, E4 (Fig. 8)

5 **[0214]** The spinneable magnetic assembly (800) used to prepare the optical effect layer (810) of Example 4 on the substrate (820) is illustrated in Fig. 8A1 and 8B.

[0215] The magnetic assembly (800) had an axis of spinning (arrow) and comprised a first magnetic-field generating device (830) comprising a pair of two bar dipole magnets (831) embedded in a disc-shaped supporting matrix (832) having a symmetry axis (α) (corresponding to
10 a diameter of the disc-shaped supporting matrix (832)) and a second magnetic-field generating device (840) comprising a bar dipole magnet (841), wherein the first magnetic-field generating device (830) and the second magnetic-field generating device (840) were arranged in the same plane and wherein the two bar dipole magnets (831) and the bar dipole magnet (841) were disposed in a collinear way on the symmetry axis/diameter (α).

15 **[0216]** Each of the bar dipole magnets (831) of the first magnetic-field generating device (830) and the bar dipole magnet (841) of the second magnetic-field generating device (840) had a length and a width (A3) of about 3 mm, a thickness (A2) of about 3 mm and were made of NdFeB N45. The centers of the bar dipole magnets (831) were disposed symmetrically around the axis of spinning and on the symmetry axis/diameter (α) of the disc-shaped supporting matrix (832). The
20 magnetic axis of each of the two bar dipole magnets (831) was substantially parallel to the axis of spinning and substantially perpendicular to the substrate (820) surface, with the North pole of said two bar dipole magnets (831) pointing in the opposite direction.

[0217] The center of the bar dipole magnet (841) was disposed on the axis of spinning along the symmetry axis/diameter (α) of the disc-shaped supporting matrix (832) (i.e. on the center of the
25 disc-shaped supporting matrix (832)). The two bar dipole magnets (831) and the bar dipole magnet (841) were arranged on the symmetry axis/diameter (α) so that said symmetry axis/diameter (α) spanned along the diagonal of the top surface of the two bar dipole magnets (831) and of the bar dipole magnet (841). The distance (A4) between the center of the top surface of each of the two bar dipole magnets (831) and the center of the top surface of the bar dipole
30 magnet (841) was about 6 mm.

[0218] The two bar dipole magnets (831) and the bar dipole magnet (841) were embedded in a disc-shaped supporting matrix (832) comprising three voids having the same shape as the bar dipole magnets (831 and 841). The disc-shaped supporting matrix (832) had a diameter (A1) of about 25 mm and a thickness (A2) of about 3 mm. The disc-shaped supporting matrix (832) was
35 made of POM (polyoxymethylene). The top and lower surfaces of the bar dipole magnets (831) of the first magnetic-field generating device (830) and the top and lower surfaces of the bar dipole magnets (841) of the second magnetic-field generating device (840) were respectively flush with the top and lower surfaces of the disc-shaped supporting matrix (832).

[0219] As shown in Fig. 8A2, the projection of the symmetry axis/diameter (α) where the two bar

dipole magnets (831) of the first magnetic-field generating device (830) were arranged and the projection of the magnetic axis of the bar dipole magnet (841) of the second magnetic-field generating device formed along the axis of spinning onto a plane perpendicular to the axis of spinning an angle (Ω) of about -135° .

5 **[0220]** The distance (h) between the upper surface of the disc-shaped supporting matrix (832) (as well as the two bar dipole magnets (831) and the bar dipole magnet (841)) and the surface of the substrate (820) facing the disc-shaped supporting matrix (832) was about 3.5 mm.

[0221] The magnetic assembly (800) comprising the first and the second magnetic-field generating devices (830 and 840) was spinning around the axis of spinning being substantially
10 perpendicular to the substrate (820) surface.

[0222] The resulting OEL produced with the magnetic assembly illustrated in Fig. 8A1 is shown in Fig. 8C at different viewing angles by tilting the substrate (820) between -30° and $+30^\circ$. The so-obtained OEL provides the optical impression of circularly moving comet-shaped spot rotating counterclockwise upon tilting said OEL.

15 **[0223]** The conoscopic scatterometry of the OEL shown in Fig. 8C allowed the measurement of the orientation pattern (see Fig. 8D) of the non-spherical platelet-shaped optically variable magnetic pigment particles. Over a distance ranging from -2.3 mm (A) to $+2.7$ mm (B) along the x direction, the zenithal deflection angle φ' spans a range of values from 0° to about 58° , and the azimuth angle θ spans a range of values from about 135° to about 148° in the negative x branch,
20 and symmetrically, from about 315° to about 330° in the locations where x is positive.

Example 5, E5 (Fig. 9)

[0224] The spinneable magnetic assembly (900) used to prepare the optical effect layer (910) of Example 5 on the substrate (920) is illustrated in Fig. 9A1 and 9B.

25 **[0225]** The magnetic assembly (900) had an axis of spinning (arrow) and comprised a first magnetic-field generating device (930) comprising a pair of two bar dipole magnets (931) embedded in a disc-shaped supporting matrix (932) having a symmetry axis (α) (corresponding to a diameter of the disc-shaped supporting matrix (932)), a second magnetic-field generating device (940) comprising a bar dipole magnet (941-a) and an additional second magnetic-field generating
30 device comprising a disc-shaped dipole magnet (941-b), wherein the first magnetic-field generating device (930) was placed on top of the disc-shaped dipole magnet (941-b) of the additional second magnetic-field generating device (940) and wherein the bar dipole magnet (941-a) of the second magnetic-field generating device (940) and the two bar dipole magnets (931) of the first magnetic-field generating device (930) were arranged in the same plane and wherein the
35 two bar dipole magnets (931) and the bar dipole magnet (941-a) were disposed in a collinear way on the symmetry axis/diameter (α).

[0226] Each of the bar dipole magnets (931) of the first magnetic-field generating device (930) and the bar dipole magnet (941-a) of the second magnetic-field generating device (940) had a length and a width (A3) of about 3 mm, a thickness (A2) of about 3 mm and were made of NdFeB
40 N45. The two bar dipole magnets (931) were disposed symmetrically around the axis of spinning

and on the symmetry axis/diameter (α) of the disc-shaped supporting matrix (932). The magnetic axis of each of the two bar dipole magnets (931) was substantially parallel to the axis of spinning and substantially perpendicular to the substrate (920) surface, with the North pole of said two bar dipole magnets (931) pointing in the opposite direction.

5 **[0227]** The center of the bar dipole magnet (941-a) was disposed on the axis of spinning along the symmetry axis/diameter (α) of the disc-shaped supporting matrix (932) (i.e. on the center of the disc-shaped supporting matrix (932)). The distance (A4) between each of the two bar dipole magnets (931) and the bar dipole magnet (941-a) was about 3 mm.

[0228] The two bar dipole magnets (931) and the bar dipole magnet (941-a) were embedded in a
10 disc-shaped supporting matrix (932) comprising three voids having the same shape as the bar dipole magnets (931 and 941-a). The disc-shaped supporting matrix (932) had a diameter (A1) of about 25 mm and a thickness (A2) of about 3 mm. The disc-shaped supporting matrix (932) was made of POM (polyoxymethylene). The top and lower surfaces of the two bar dipole magnets (931) of the first magnetic-field generating device (930) and the top and lower surfaces of the bar
15 dipole magnet (941-a) of the second magnetic-field generating device (940) were respectively flush with the top and lower surfaces of the disc-shaped supporting matrix (932).

[0229] The disc-shaped dipole magnet (941-b) of the second magnetic-field generating device had a diameter (A5) of about 25 mm and a thickness (A6) of about 3 mm. The magnetic axis of the disc-shaped dipole magnet (941-b) was substantially perpendicular to the axis of spinning and
20 substantially parallel to the substrate (920) surface. The disc-shaped dipole magnet (941-b) was made of NdFeB N40.

[0230] As shown in Fig. 9A2, the projection of the symmetry axis/diameter (α) where the two bar dipole magnets (931) of the first magnetic-field generating device (930) were arranged and the projection of the magnetic axis of disc-shaped dipole magnet (941-b) of the additional second
25 magnetic-field generating device (940) formed along the axis of spinning onto a plane perpendicular to the axis of spinning an angle (Ω) of about -135°.

[0231] The distance (d) between the lower surface of the disc-shaped supporting matrix (932) of the first magnetic-field generating device (930) and the upper surface of the disc-shaped dipole magnet (941-b) of the additional second magnetic-field generating (940) device was 0 mm, i.e. the
30 disc-shaped supporting matrix (932) (as well as the two bar dipole magnets (931) and the bar dipole magnet (941-a)) and the disc-shaped dipole magnet (941-b) were in direct contact. The distance (h) between the upper surface of the disc-shaped supporting matrix (932) of the first magnetic-field generating device (930) (as well as the two bar dipole magnets (931) and the bar dipole magnet (941-a)) and the surface of the substrate (920) facing the disc-shaped supporting
35 matrix (932) was about 3.5 mm.

[0232] The magnetic assembly (900) comprising the first and the second magnetic-field generating (930 and 940) was spinning around the axis of spinning being substantially perpendicular to the substrate (920) surface.

[0233] The resulting OEL produced with the magnetic assembly illustrated in Fig. 9A1 is shown in
40 Fig. 9C at different viewing angles by tilting the substrate (920) between -30° and +30°. The so-

obtained OEL provides the optical impression of circularly moving comet-shaped spot rotating counterclockwise upon tilting said OEL.

[0234] The conoscopic scatterometry of the OEL shown in Fig. 9C allowed the measurement of the orientation pattern (see Fig. 9D) of the non-spherical platelet-shaped optically variable magnetic pigment particles. Over a distance ranging from -7.6 mm (A) to +6.9 mm (B) along the x direction, the zenithal deflection angle φ' spans a range of values from 0° to about 65°, and the azimuth angle θ spans a range of values from about 120° to about 300° in the negative x branch, and symmetrically, from about 120° to about 300° in the locations where x is positive.

10 **Example 6, E6 (Fig. 10)**

[0235] The spinneable magnetic assembly (1000) used to prepare the optical effect layer (1010) of Example 6 on the substrate (1020) is illustrated in Fig. 10A1 and 10B.

[0236] The magnetic assembly (1000) had an axis of spinning (arrow) and comprised a first magnetic-field generating device (1030) comprising a pair of two bar dipole magnets (1031) embedded in a disc-shaped supporting matrix (1032) having a symmetry axis (α) (corresponding to a diameter of the disc-shaped supporting matrix (1032)) and having another symmetry axis (β) (corresponding to another diameter of the disc-shaped supporting matrix (1032)), and comprised a second magnetic-field generating device (1040) comprising a pair of two bar dipole magnet (1041) embedded in the same disc-shaped supporting matrix (1032). The bar dipole magnets (1041) of the second magnetic-field generating device (1040) and the bar dipole magnets (1031) of the first magnetic-field generating device (1030) were arranged in the same plane.

[0237] Each of the bar dipole magnets (1031 and 1041) of the first and second magnetic-field generating devices (1030 and 1040) had a length and a width (A3) of about 3 mm, a thickness (A2) of about 3 mm and was made of NdFeB N45. Each of the center of the bar dipole magnets (1031) of the first magnetic-field generating devices (1030) was disposed symmetrically around the axis of spinning and on the symmetry axis/diameter (α) of the disc-shaped supporting matrix (1032). The center of each of the two bar dipole magnets (1031) was at a distance (A4) of about 6 mm from the center of the disc-shaped supporting matrix (1032), i.e. about 6 mm from the axis of spinning. The magnetic axis of each of the two bar dipole magnets (1031) was substantially parallel to the axis of spinning and substantially perpendicular to the substrate (1020) surface, with the North pole of said two bar dipole magnets (1031) pointing in the opposite direction.

[0238] The two bar dipole magnets (1041) of the second magnetic-field generating device (1040) were disposed symmetrically around the axis of spinning on the symmetry axis/diameter (β) of the disc-shaped supporting matrix (1032) at a distance of 0 mm from each other, i.e. the two bar dipole magnets (1041) of the second magnetic-field generating device (1040) were arranged in an adjacent position along one of their surface. The center of each of the two bar dipole magnets (1041) was at a distance (1/2 A3) of about 1.5 mm from the center of the disc-shaped supporting matrix (1032), i.e. about 1.5 mm from the axis of spinning. The magnetic axis of each of the two bar dipole magnets (1041) was substantially parallel to the axis of spinning and substantially perpendicular to the substrate (1020) surface, with the North pole of said two bar dipole magnets

(1041) pointing in the opposite direction.

[0239] The two bar dipole magnets (1031) and the two bar dipole magnets (1041) were embedded in the disc-shaped supporting matrix (1032) comprising four voids having the same shape as the four bar dipole magnets (1031 and 1041). The disc-shaped supporting matrix (1032) had a diameter (A1) of about 25 mm and a thickness (A2) of about 3 mm. The disc-shaped supporting matrix (1032) was made of POM (polyoxymethylene). The top and lower surfaces of the bar dipole magnets (1031) of the first magnetic-field generating device (1030) and the top and lower surfaces of the bar dipole magnets (1041) of the second magnetic-field generating device (1040) were respectively flush with the top and lower surfaces of the disc-shaped supporting matrix (1032).

[0240] As shown in Fig. 10A2, the projection of the symmetry axis/diameter (α) where the two bar dipole magnets (1031) of the first magnetic-field generating device (1030) were arranged and the projection of the line (β) where the two bar dipole magnets (1041) of the second magnetic-field generating device (1040) formed along the axis of spinning onto a plane perpendicular to the axis of spinning an angle (Ω) of about -120° .

[0241] The distance (h) between the upper surface of the disc-shaped supporting matrix (1032) (as well as the two bar dipole magnets (1031) and the two bar dipole magnets (1041)) and the surface of the substrate (1020) facing the disc-shaped supporting matrix (1032) was about 5.5 mm.

[0242] The magnetic assembly (1000) comprising the first and the second magnetic-field generating (1030 and 1040) was spinning around the axis of spinning being substantially perpendicular to the substrate (1020) surface.

[0243] The resulting OEL produced with the magnetic assembly illustrated in Fig. 10A1 is shown in Fig. 10C at different viewing angles by tilting the substrate (1020) between -30° and $+30^\circ$. The so-obtained OEL provides the optical impression of circularly moving comet-shaped spot rotating counterclockwise upon tilting said OEL.

[0244] The conoscopic scatterometry of the OEL shown in Fig. 10C allowed the measurement of the orientation pattern (see Fig. 10D) of the non-spherical platelet-shaped optically variable magnetic pigment particles. Over a distance ranging from -3.9 mm (A) to $+3.9$ mm (B) along the x direction, the zenithal deflection angle φ' spans a range of values from 0° to about 50° , and the azimuth angle θ spans a range of values from about 210° to about 240° in the negative x branch, and symmetrically, from about 30° to about 60° in the locations where x is positive.

[0245] Fig. 3C and 3F illustrate the non-spherical platelet-shaped optically variable magnetic pigment particle orientation properties of circular symmetric OEL of the prior art wherein the oriented particles deflected incident light substantially within the plane of incidence (x14, 214 in Fig. 2B) at essentially all locations x_i along any selected diameter (x12, 212 in Fig. 2A-B) of the OEL.

[0246] Fig. 5D-10D illustrate the characterizing property of the OEL of the present invention wherein the oriented non-spherical platelet-shaped optically variable magnetic pigment particles

within the corresponding OEL are oriented according to a circularly symmetrical pattern and deflect incident light substantially away from the plane of incidence (x14, 214 in Fig. 2B). At a plurality of locations x_i along any selected diameter (x12, 212 in Fig. 2A-B) of the OEL, the plural particles at location x_i have, an average zenithal deflection angle φ' and an average azimuth angle θ with respect to the selected diameter (x12, 212 in Fig. 2A-B) through x_i that satisfy the condition:

$$|\varphi' \cdot \sin(\theta)| \geq 10^\circ, \text{ preferably } |\varphi' \cdot \sin(\theta)| \geq 15^\circ,$$

such that incident light at point x_i is reflected respectively at an angle equal to or greater than 10° , preferably equal to or greater than 15° , away from the normal plane of incidence (x14).

[0247] As successive data points in 5D-10D correspond to successive locations x_i in the OEL separated by 0.5 mm (E1-E3 and E5) or 0.25 mm (E4 and E6) along the diameter, a series of n successive points on the graph correspond to a distance of $(n+1)/2$ millimeters between corresponding locations on the OEL.

[0248] The distance along the diameter over which the OEL satisfies said characterizing conditions $|\varphi' \cdot \sin(\theta)| \geq 10^\circ$, preferably $|\varphi' \cdot \sin(\theta)| \geq 15^\circ$ can therefore be determined by counting the number of points on the graph that fall into the shaded areas shown in Fig. 11A and 11B respectively.

[0249] In all the exemplary embodiments described herein, the non-spherical platelet-shaped optically variable magnetic pigment particle satisfy the condition $|\varphi' \cdot \sin(\theta)| \geq 15^\circ$, over a distance of 1.5 mm (three points or more in Fig. 5D-10D) along each side of the selected diameter.

[0250] In the exemplary embodiments described herein, the non-spherical platelet-shaped optically variable magnetic pigment particles satisfy the condition $|\varphi' \cdot \sin(\theta)| \geq 15^\circ$, over a distance of at least 3 mm (six points or more in Fig. 5D and 10D) along each side of the selected diameter.

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CLAIMS

1. A printing apparatus for producing on a substrate an optical effect layer (OEL) comprising a radiation cured coating composition comprising non-spherical oblate magnetic or magnetizable pigment particles, said non-spherical oblate magnetic or magnetizable pigment particles being oriented according to an orientation pattern, wherein the orientation pattern is circularly symmetric around a center of rotation, wherein the non-spherical oblate magnetic or magnetizable pigment particles at at least two, preferably four, distinct locations x_i along any selected diameter of the OEL have an average zenithal deflection angle ϕ' at location x_i and an average azimuth angle θ with respect to the selected diameter at the same location x_i that satisfy the condition $|\phi' \sin(\theta)| \geq 10^\circ$, preferably $|\phi' \sin(\theta)| \geq 15^\circ$, and said optical effect layer providing an optical impression of at least one circularly moving spot or at least one comet-shaped spot rotating around said center of rotation upon tilting said OEL, wherein the non-spherical oblate magnetic or magnetizable pigment particles are oriented with the magnetic field from at least one spinning magnetic assembly (x00) comprised in the apparatus, the spinning magnetic assembly (x00) having an axis of spinning, wherein the surface of the substrate provided with the OEL is substantially perpendicular to the axis of spinning of the magnet assembly (x00), and comprising
 - a) a first magnetic-field generating device (x30) comprising at least one pair of two bar dipole magnets (x31) at least partially or fully embedded in a supporting matrix (x32), each of said bar dipole magnets (x31) having its North-South magnetic axis substantially parallel to the axis of spinning, said two bar dipole magnets (x31) of the at least one pair having opposite magnetic field directions and being arranged in a symmetric configuration around the axis of spinning along a line (α), and
 - b) a second magnetic-field generating device (x40) comprising
 - b1) a disc-shaped dipole magnet (x41) having its North-South magnetic axis substantially perpendicular to the axis of spinning,
 - b2) a loop-shaped, preferably a ring-shaped, dipole magnet (x41) having its North-South magnetic axis substantially perpendicular to the axis of spinning,
 - b3) a bar dipole magnet (x41) having its North-South magnetic axis substantially perpendicular to the axis of spinning and arranged on the axis of spinning, and/or
 - b4) at least one pair of two bar dipole magnets (x41), each of said bar dipole magnets (x41) having its North-South magnetic axis substantially parallel to the axis of spinning, said two bar dipole magnets (x41) of the at least one pair having opposite magnetic field directions and being arranged in a symmetric configuration around the axis of spinning along a line (β),
 wherein the projection of the line (α) where the bar dipole magnets (x31) of the at least one pair of the first magnetic-field generating device (x30) are arranged and the projection of the magnetic axis of the second magnetic-field generating device (x40) form along the

axis of spinning onto a plane perpendicular to the axis of spinning an angle (Ω) either in the range from 5° to 175° or in the range from -5° to -175° , preferably in the range from 15° to 165° or in the range from -15° to -165° .

- 5 2. The apparatus according to claim 1, wherein the second magnetic-field generating device (x40) comprises the disc-shaped dipole magnet (x41) having its North-South magnetic axis substantially perpendicular to the axis of spinning.

- 10 3. The apparatus according to claim 1, wherein the second magnetic-field generating device (x40) comprises the bar dipole magnet (x41) having its North-South magnetic axis substantially perpendicular to the axis of spinning and arranged on the axis of spinning.

- 15 4. The apparatus according to claim 1, wherein the second magnetic-field generating device (x40) comprises the at least one pair of two bar dipole magnets (x41), each of said bar dipole magnets (x41) having its North-South magnetic axis substantially parallel to the axis of spinning, said two bar dipole magnets (x41) of the pair having opposite magnetic field directions and being arranged in a symmetric configuration around the axis of spinning along a line (β), and wherein the distance between the spinning axis and each of the bar dipole magnets (x31) of the first magnetic-field generating device (x30) along the line (α) is different from the distance between the spinning axis and each of the bar dipole magnets (x41) of the second magnetic-field generating device (x40).

- 20 5. The apparatus according to any one of claims 1 to 4, further comprising a rotating magnetic cylinder or a flatbed unit, wherein the at least one spinning magnetic assembly (x00) is comprised in the rotating magnetic cylinder or the flatbed unit.

- 25 6. A process for producing an optical effect layer (OEL) (x10) on a substrate (x20), said optical effect layer (OEL) comprising a radiation cured coating composition comprising non-spherical oblate magnetic or magnetizable pigment particles, said non-spherical oblate magnetic or magnetizable pigment particles being oriented according to an orientation pattern, wherein the orientation pattern is circularly symmetric around a center of rotation, wherein the non-spherical oblate magnetic or magnetizable pigment particles at at least two, preferably four, distinct locations x_i along any selected diameter of the OEL have an average zenithal deflection angle φ' at location x_i and an average azimuth angle θ with respect to the selected diameter at the same location x_i that satisfy the condition $|\varphi' \sin(\theta)| \geq 10^\circ$, preferably $|\varphi' \sin(\theta)| \geq 15^\circ$, and said optical effect layer providing an optical impression of at least one circularly moving spot or at least one comet-shaped spot rotating around said center of rotation upon tilting said OEL, wherein said process comprises the steps of:
- 30 i) applying on a substrate (x20) surface a radiation curable coating composition comprising
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non-spherical oblate magnetic or magnetizable pigment particles, said radiation curable coating composition being in a first state;

ii) exposing the radiation curable coating composition to the magnetic field of the printing apparatus recited in any one of claims 1 to 5 so as to orient at least a part of the non-

5 spherical oblate magnetic or magnetizable pigment particles; and

iii) at least partially curing the radiation curable coating composition of step ii) to a second state so as to fix the non-spherical oblate magnetic or magnetizable pigment particles in their adopted positions and orientations.

10 7. The process according to claim 6, wherein step iii) is carried out by UV-Vis light radiation curing and wherein step iii) is carried out partially simultaneously with the step ii).

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