

DISCOVER THE NEW €5 BANKNOTE

www.newfaceoftheeuro.eu
www.euro.ecb.europa.eu



EUROPEAN CENTRAL BANK

EUROSYSTEM

INTRODUCTION

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Euro banknotes and coins were introduced in 12 Member States of the European Union on 1 January 2002, but the planning and preparation of their launch began in the early 1990s. They are now in the pockets of 332 million people in 17 Member States – Austria, Belgium, Cyprus, Estonia, Finland, France, Germany, Greece, Ireland, Italy, Luxembourg, Malta, the Netherlands, Portugal, Slovakia, Slovenia and Spain. Today the value of euro banknotes circulating worldwide is roughly the same as that of US dollar bills.

This press kit is about the €5 banknote of the second series of euro banknotes, the “Europa” series. Mario Draghi, the President of the European Central Bank (ECB), unveiled the new €5 banknote at an event at the Archaeological Museum in Frankfurt am Main on 10 January 2013. The €5 banknote is the first one in the Europa series to be introduced; it will be issued as of 2 May 2013 across the euro area.

A euro banknote website (www.newfaceoftheeuro.eu), with a special focus on the Europa series and its security features, provides additional information and downloadable files showing the new €5 banknote (72 dpi and marked “Specimen”) and its security features, as well as footage of the production of the banknotes. This material may be used for publication provided that the rules regarding the reproduction of euro banknotes are strictly observed¹.

For further information, please contact the press offices of the ECB and the national central banks (NCBs) of the Eurosystem².

¹The rules on the reproduction of euro banknotes can be found at <http://www.ecb.europa.eu/euro/html/reproduction.en.html>.

²The Eurosystem consists of the ECB and the NCBs of the euro area.

THE NEW FACE OF THE EURO

The new euro banknotes incorporate enhanced security features that draw on advances in banknote security and technology. They are called the Europa series because a portrait of Europa – a figure from Greek mythology and the origin of the name of our continent – appears in the hologram and watermark of the banknotes. The introduction of this new series in 2013 is part of the ongoing development of euro banknotes to make them even more secure. The ECB and NCBs have a duty to safeguard the integrity of the euro

banknotes by regularly upgrading and improving their security features. In fact, due to the time and resources required to develop new banknotes, preparations for the new series started soon after the introduction of the first series.

The new banknotes are to be introduced gradually over several years, in ascending order and starting with the new €5 banknote as of 2 May 2013. The denominations remain unchanged: €5, €10, €20, €50, €100, €200 and €500.

THE FIRST SERIES



THE EUROPA SERIES

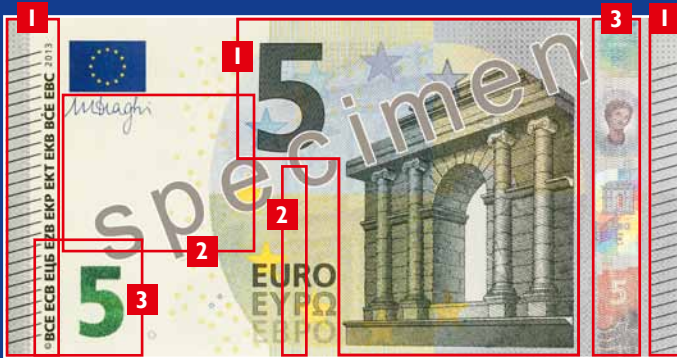


The new euro banknotes still feature the “ages and styles” design of the first series and use the same dominant colours, but have been slightly modified to accommodate the enhanced security features. This also makes them easy to distinguish from the first series. An independent banknote designer, Reinhold Gerstetter, based in Berlin, was selected to refresh the design of the euro banknotes. They now take into account the countries that have joined the EU since 2002. For instance, the map of Europe shows Malta and Cyprus, “euro” is written in the Cyrillic as well as in the Latin and Greek alphabets, and the initials of the ECB appear in nine – instead of five – linguistic variants.

THE NEW €5 BANKNOTE

The new security features of the Europa series are easy to find on the banknotes.

Europa series, €5, front

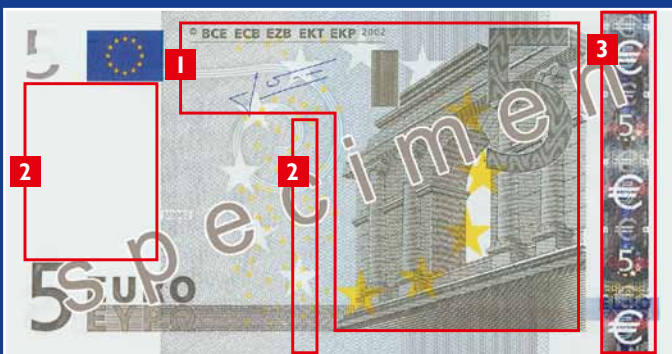


Europa series, €5, back

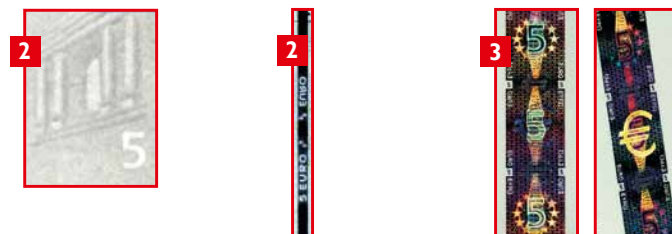


THE €5 BANKNOTE OF THE FIRST SERIES

First series, €5, front



First series, €5, back



For users who have a legitimate interest in reproducing euro banknote images, the ECB has produced CDS³-disabled digital images (300 dpi; TIFF format and marked "Specimen"), which do not trigger the CDS. To obtain such images, the user must sign a confidentiality declaration which can be obtained by e-mailing info@ecb.europa.eu.

³ The Counterfeit Deterrence System (CDS) prevents personal computers and digital imaging software from capturing or reproducing the images of protected banknotes. It was developed by the Central Bank Counterfeit Deterrence Group, an international group of 32 central banks.

EASY TO CHECK

As with the first series of euro banknotes, the Europa series is easy to check using the “FEEL, LOOK and TILT” method. No tools are necessary. It is easy to spot what is new in the security features described below.

1 FEEL



Feel of the paper – Feel the banknote. It is crisp and firm.

Raised print – The main image, the lettering and the large value numeral feel thicker.



> What's new

On the new banknote, there is a series of short raised lines on the left and right edges.

2 LOOK



Watermark – Look at the banknote against the light. A faint image showing the value of the banknote and a window becomes visible.

Security thread – Look at the banknote against the light. The security thread appears as a dark stripe and the value of the banknote can be seen in tiny white lettering.

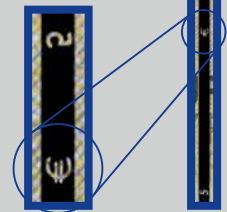
> What's new – Portrait watermark

On the new banknote, a portrait of Europa is also visible.



> What's new

The € symbol can be seen in the security thread on the new banknote, while the word “EURO” appears in the banknotes of the first series.



3 TILT



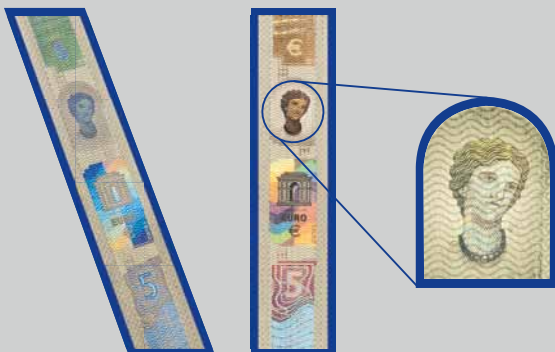
Hologram – Tilt the banknote. The silvery stripe on the right reveals the value of the banknote and the € symbol.

> What's new – Portrait hologram

On the new banknote, a portrait of Europa and a window also appear.

> What's new – Emerald number

Tilt the banknote. On the new banknote, the shiny number in the bottom left corner displays an effect of the light that moves up and down. The number also changes colour from emerald green to deep blue.



LAUNCHING THE EUROPA SERIES

> Key points:

- The new euro banknotes are called the Europa series because some of their security features contain a portrait of Europa, a figure from Greek mythology and the origin of the name of our continent.
 - The new euro banknotes are to be introduced gradually over several years, in ascending order and starting with the new €5 banknote. The denominations remain unchanged: €5, €10, €20, €50, €100, €200 and €500.
 - The exact timing of the issuance of the other denominations will be determined and announced to the public and cash handlers at a later stage.
 - Banknote equipment manufacturers have been involved in the development of the Europa series to allow them to prepare for the introduction of the new banknotes.
 - The new series includes new and enhanced security features which will offer better protection against counterfeiting.
 - As with the first series of euro banknotes, visually impaired users were consulted during the design phase of the second series, and their requirements were included in the final designs.
- The €5 banknote is the first denomination of the Europa series to be launched. As it is one of the denominations most heavily exposed to wear and tear, its durability has been improved by applying a coating.
 - In order to use up remaining stocks, the €5 banknotes of the first series will be issued for several months alongside the new €5 banknotes. In any case, for each denomination both series will continue to circulate in parallel as legal tender.
 - The date when the first series of euro banknotes ceases to be legal tender will be announced well in advance. However, the banknotes of the first series will always retain their value: they can be exchanged for an unlimited period of time at the Eurosystem NCBs.

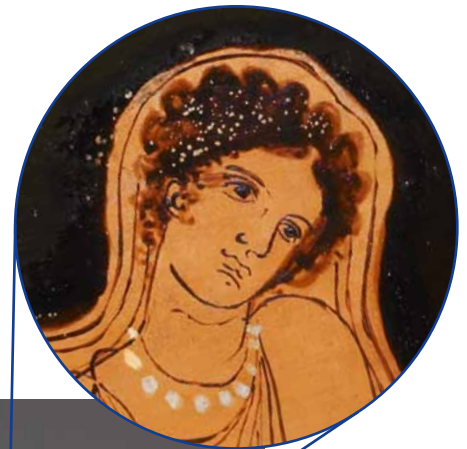


A CLOSER LOOK AT EUROPA

>The “face” of the new euro banknotes

Portraits have traditionally been used in banknotes all over the world, and research shows that people tend to recognise faces intuitively. The Eurosystem chose to put a portrait of Europa in the watermark and the hologram of the new series of euro banknotes. Europa is a figure from Greek mythology. The portrait was taken from a vase at the Louvre in Paris which was found in southern Italy and is over 2,000 years old. This portrait was chosen because it has a clear association with the continent of Europe and also adds a human touch to the banknotes.

In Greek mythology, Europa, the daughter of a Phoenician king, was seduced by the god Zeus, in the shape of a bull, who carried her away to Crete. The story inspired the ancient Greeks to use “Europe” as a geographical term.



>An information campaign

The new security features will only be effective if the public recognises them easily. To ensure this, the ECB and the NCBs of the Eurosystem will conduct an information campaign about the Europa series and the new €5 banknote across the euro area in 2013.



RESEARCH & DEVELOPMENT AND ANTI-COUNTERFEITING

> The latest technology

The ECB and NCBs do not provide detailed information about their research and development programme, but their objective is to maintain the integrity of euro banknotes by staying ahead of counterfeiters. A significant effort in this field is required to develop new technologies. The Eurosystem's Research & Development strategy states that euro banknotes need to be "self-defending". The focus, therefore, is to place as many obstacles as possible in the path of counterfeiters.

Even though the current number of counterfeits does not represent a threat, the ECB and the NCBs, like other central banks, need to be vigilant and to make their banknotes as counterfeit-resistant as possible.

The ECB also cooperates closely with the European Commission (which is responsible for providing information about counterfeit euro coins), as well as with national police forces, Europol and Interpol. Another line of defence is to ensure that the public is well informed about the security features.

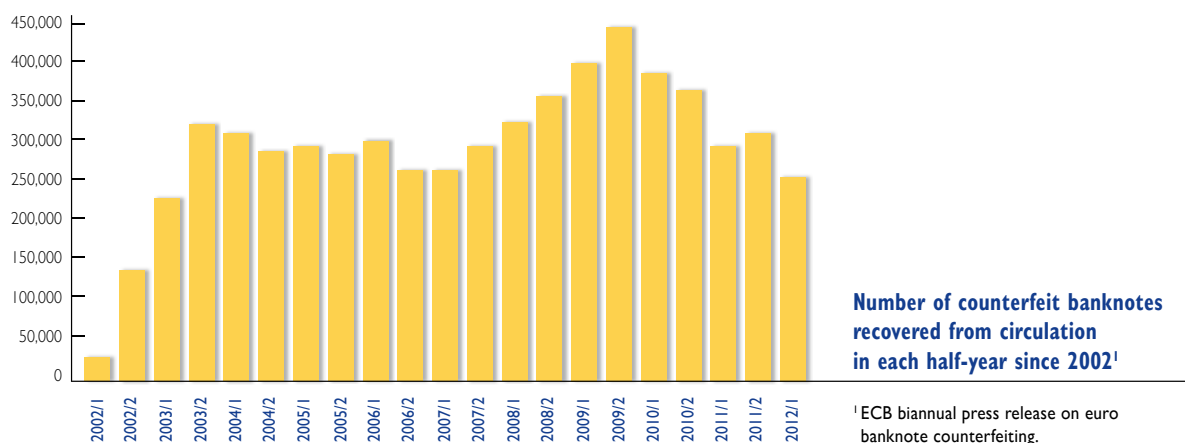
> Effective anti-counterfeiting

The Eurosystem invests considerable effort in ensuring that the public and professional cash-handlers are well informed about how to recognise a counterfeit banknote. It also ensures that banknote-handling and processing machines can reliably identify and withdraw counterfeits from circulation.

> Focus group preferences

The ECB organised focus groups in different euro area countries to assess potential security features for inclusion in the Europa banknotes. The security features that were chosen reflect the preferences of those groups.

In the first half of 2012 a total of 251,000 counterfeit euro banknotes were withdrawn from circulation. When compared with the number of genuine euro banknotes in circulation (on average 14.6 billion during the first half of 2012), the proportion of counterfeits remains very low.



BANKNOTE PRODUCTION AND DISTRIBUTION

> Shared production for increased efficiency

The ECB has the exclusive right to authorise the issuance of euro banknotes within the euro area, but the responsibility for producing them, putting them into circulation, withdrawing, processing and storing them is shared among the national central banks (NCBs). The Eurosystem, i.e. the ECB and the NCBs, determines the annual banknote production requirements and allocates the volumes to the NCBs. They then supply the agreed volumes of one or more denominations, either themselves or by outsourcing the production to accredited suppliers.

> Producing euro banknotes

Just like the current series, the Europa series will be printed on cotton paper, giving the banknotes their special crispness and firmness. Certain security features, such as watermarks or security threads, are integrated into the paper itself during the paper-making process.

This paper is then distributed to the high-security printing works in Europe that produce the banknotes. Different types

of plates and special inks are used, as well as several processes: offset and intaglio printing, a hologram application process and silk screen printing for colour-changing numbers.

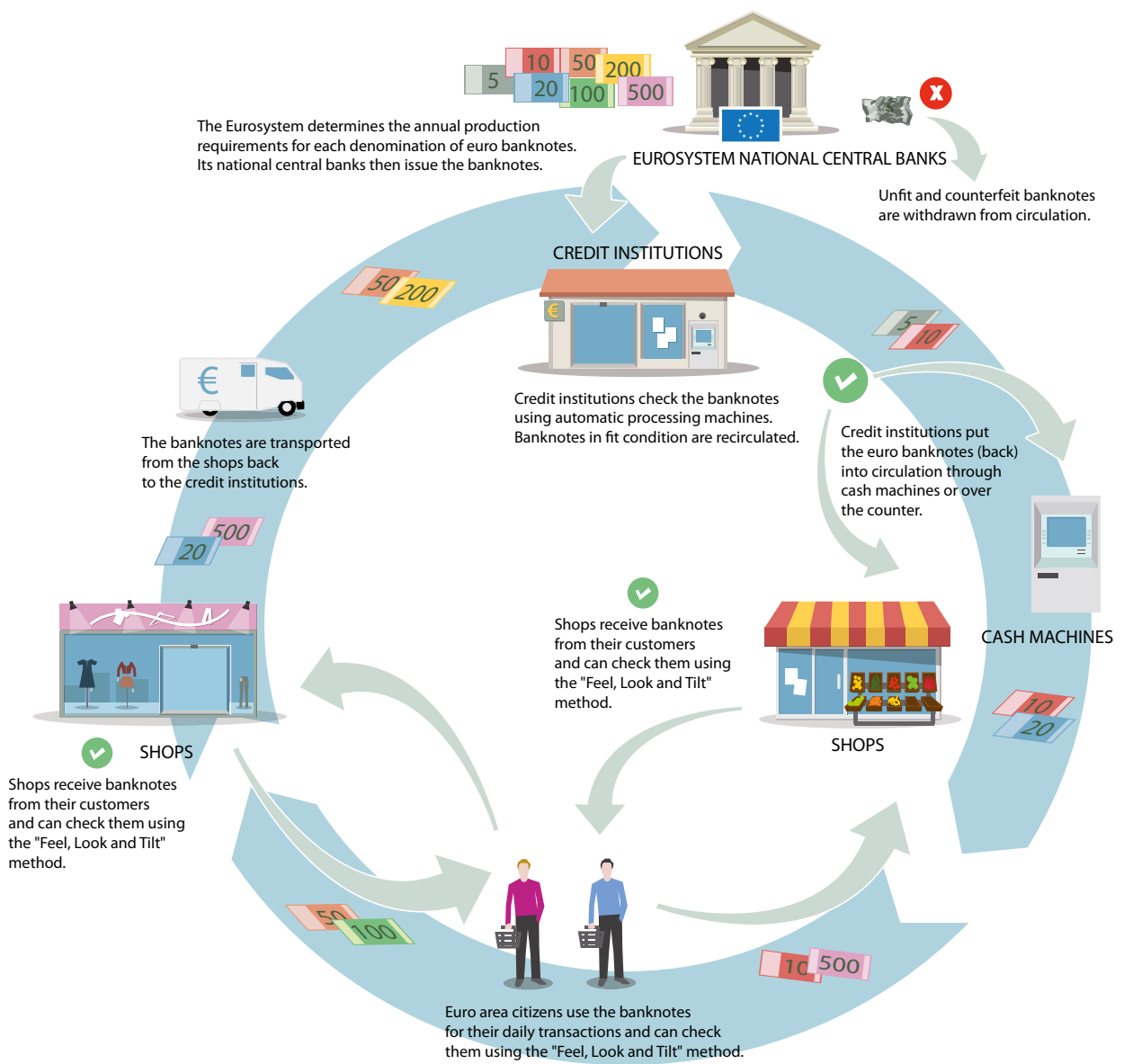
A common quality management system ensures an identical standard for all euro banknotes. Throughout the production process, hundreds of manual and automated tests are performed. Once the banknotes have gone through quality inspection and all specifications have been met, they are packaged by denomination and stored in secure areas prior to distribution.

> From the printing works to people's pockets

The banknotes are transported to the NCBs, where they are stored in the vaults. As of 2 May 2013 banks and similar institutions will start to put the new €5 banknotes into circulation via the normal channels (i.e. over the counter or in cash dispensers). By autumn 2013 the new €5 banknotes are expected to outnumber those of the first series for the euro area as a whole.



THE LIFE CYCLE OF A BANKNOTE



EUROSYSTEM

press offices



EUROPEAN CENTRAL BANK

EUROSYSTEM

Directorate Communications
Press and Information Division
Kaiserstraße 29
60311 Frankfurt am Main
Germany
Tel.: +49 69 1344 7455
Fax: +49 69 1344 7401
E-mail: info@ecb.europa.eu
Internet: www.newfaceoftheeuro.eu
or www.euro.ecb.europa.eu



Kristin Bosman
Porte-parole / Woordvoester
Bld de Berlaimont 14
1000 Bruxelles / Brussel
Belgique / België
Tél / Tel.: +32 2 221 46 28
Télécopie / Fax: +32 2 221 31 60
Courriel / E-mail: pressoffice@nbb.be
Internet: www.nbb.be



Zentralbereich Kommunikation
Pressestelle
Wilhelm-Epstein-Straße 14
60431 Frankfurt am Main
Deutschland
Tel.: +49 69 9566 3511
Fax: +49 69 9566 3077
E-Mail: presse@bundesbank.de
Internet: www.bundesbank.de



Avalike suhete allosakond
Estonia pst 13
15095 Tallinn
Eesti
Tel: +372 668 0965, +372 668 0745
Faks: +372 668 0954
E-post: press@eestipank.ee
www.eestipank.ee



Press office
PO Box 559
Dame Street
Dublin 2
Ireland
Tel.: +353 1 224 6299
E-mail: press@centralbank.ie
Internet: www.centralbank.ie



ΤΡΑΠΕΖΑ ΤΗΣ ΕΛΛΑΔΟΣ
ΕΥΡΟΣΥΣΤΗΜΑ

Υπηρεσία Τύπου
Ελ. Βενιζέλου 21
102 50 Αθήνα
Ελλάδα
Τηλ.: +30 210 320 3447
Φαξ: +30 210 320 3922
E-mail: press@bankofgreece.gr
Internet: www.bankofgreece.gr

BANCO DE ESPAÑA
Eurosistema

Ricardo Fernández
Jefe de la División de Relaciones con los Medios y
Documentación
Alcalá, 48
E-28014 Madrid
España
Tel.: +34 91 338 5044
Fax: +34 91 338 5203
Correo electrónico: comunicacion@bde.es
Internet: www.bde.es



Olivier Aubry
Chef du service de presse
48 rue Croix-des-Petits-Champs
75001 Paris
France
Tél.: +33 1 42 92 39 29
Télécopie: +33 1 42 92 39 41
Courriel: Olivier.AUBRY@banque-france.fr
Internet: www.banque-france.fr



Paola Ansuini
Titolare della Divisione Stampa e
relazioni esterne
Via Nazionale 91
00184 Roma
Italia
Tel.: +39 06 4792 3969
Fax: +39 06 4792 2253
E-mail: stampabi@bancaditalia.it
Sito Internet: www.bancaditalia.it



ΚΕΝΤΡΙΚΗ ΤΡΑΠΕΖΑ ΤΗΣ ΚΥΠΡΟΥ
ΕΥΡΟΣΥΣΤΗΜΑ

Γραφείο Τύπου
Κεντρική Τράπεζα της Κύπρου
Λεωφόρος Κένεντυ 80
1076 Λευκωσία
Κύπρος
Τηλ.: +357 22714465, +357 22714503
Φαξ: +357 22378151
E-mail: pressoffice@centralbank.gov.cy
Internet: www.centralbank.gov.cy



BANQUE CENTRALE DU LUXEMBOURG
EUROSYSTEM

Marc Konsbruck
Communication Officer
2, boulevard Royal
L-2983, Luxembourg
Tél.: +352 4774 4265
Télécopie: +352 4774 4910
Courriel: info@bcl.lu
Internet: www.bcl.lu



Clive Bartolo
Senior PR Officer / Kap Uffiċjal għar-RP
Pjazza Kastilja
Valletta VLT 1060
Malta
Tel.: +356 2550 3104 / 5
Fax: +356 2550 4950
E-mail: publicrelations@centralbankmalta.org
Internet: www.centralbankmalta.org



Herman Lutke Schipholt
Persvoorlichter
Westeinde 1
1017 ZN Amsterdam
Nederland
Tel.: +31 20 524 2712
Mobiel: +31 6 5249 6900
E-mail: h.j.lutke.schipholt@dnb.nl
Internet: www.dnb.nl



OESTERREICHISCHE NATIONALBANK
EUROSYSTEM

Christian Gutlederer
Pressesprecher
Otto-Wagner-Platz 3
1090 Wien
Österreich
Tel.: +43 1 404 20 6609
Fax: +43 1 403 17 44
E-Mail: christian.gutlederer@oenb.at
Internet: www.oenb.at



Banco de Portugal
EUROSYSTEM

Gabinete de Comunicação Institucional
Rua do Comércio, 148
1100-150 Lisboa
Portugal
Tel.: +351 213 215 358
Fax: +351 213 464 843
Correio eletrónico: press@bportugal.pt
Internet: www.bportugal.pt



NÁRODNÁ BANKA SLOVENSKA
EUROSYSTEM

Tlačové a edičné oddelenie
Imricha Karvaša 1
813 25 Bratislava
Slovenská republika
Tel.: +421 2 5787 2161
Fax: +421 2 5787 1128
E-mail: press@nbs.sk
Internet: www.nbs.sk



BANKA SLOVENIJE
BANK OF SLOVENIA
EUROSYSTEM

Sekretariat in mednarodni odnosi
Slovenska 35
1505 Ljubljana
Slovenija
Tel.: +386 1 47 19 153, +386 1 47 19 549
Faks: +386 1 47 19 724
E-pošta: pr@bsi.si
Internet: www.bsi.si



Richard Brander
Tiedottaja / Informator
Snellmaninkio / Snellmansplatsen
PL 160 / PB 160
00101 Helsinki / Helsingfors
Suomi / Finland
Puhelin / Telefon: +358 10 831 2206
Sähköposti / Kontakt: Richard.Brandner@bof.fi
Internet: www.suomenpankki.fi /
www.finlandsbank.fi

www.newfaceoftheeuro.eu
www.euro.ecb.europa.eu



ЕВРОПЕЙСКА ЦЕНТРАЛНА БАНКА
BANCO CENTRAL EUROPEO
EVROPSKÁ CENTRÁLNÍ BANKA
DEN EUROPÆISKE CENTRALBANK
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