



DISCOVER THE NEW €10 BANKNOTE

www.new-euro-banknotes.eu
www.euro.ecb.europa.eu



EUROPEAN CENTRAL BANK

EUROSYSTEM

INTRODUCTION

The new €10 banknote will start circulating across the euro area on 23 September 2014.

It will be the second banknote in the Europa series and, like the €5, will incorporate several new security features which aim to maintain the trust that 334 million people across the euro area have in their money.

The new series includes a portrait of Europa – a figure from Greek mythology and the origin of our continent's name – in the hologram and the watermark. In addition, like the first series, which was issued in 2002 and is still in circulation, the new series shows architectural styles from different periods, as well as bridges and a map of Europe, all intended to symbolise how the currency brings people together. 18 countries in the European Union now use the euro.

There are over 15 billion euro banknotes currently in circulation with a combined face value of over €900 billion. Upgrading the notes takes considerable time and effort, and represents a major investment in maintaining public confidence in the currency. To make the notes even more resistant to counterfeiting, the European Central Bank and the national central banks have invested in new technologies to improve their durability and thus extend their lifespan, and to modernise the security features. In addition to the portrait of Europa in the hologram and the watermark, the notes include an emerald number which changes colour from emerald green to deep blue when tilted.

Over time, the Eurosystem – that is, the ECB and the euro area national central banks – will gradually upgrade all the euro banknotes. The first banknote in the new series – the €5 – was issued on 2 May 2013. The new €10 note was unveiled at the European Central Bank on 13 January 2014 by Yves Mersch, a member of the ECB's Executive Board.

Full details of all euro banknotes are available at www.new-euro-banknotes.eu

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



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 the new €10 on 23 September 2014 is part of an ongoing effort to make euro banknotes even more secure. The central banks of the Eurosystem have a duty to safeguard the integrity of the euro banknotes by regularly upgrading and improving their security features. The lower-denomination banknotes of the Europa series will be more durable as they have a protective coating. This means that they will need to be replaced less frequently, thus lowering costs and reducing the impact on the environment.

The new series of banknotes is being introduced in ascending order, so the €10 will be followed by the €20. The Europa series will have the same denominations as the first series: €5, €10, €20, €50, €100, €200 and €500.

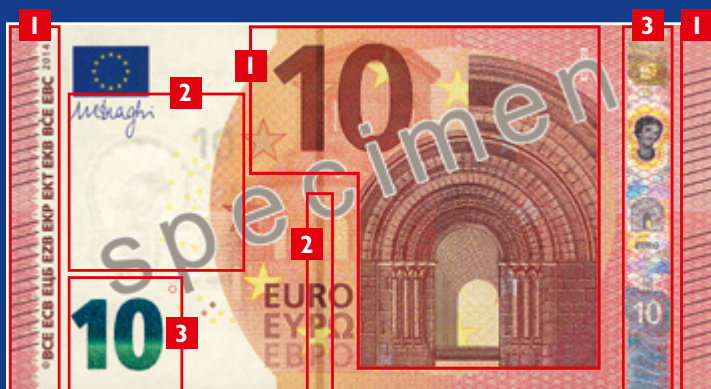


The new euro banknotes still feature the “ages and styles” design of the first series and use the same dominant colours, but have been slightly modified to accommodate the enhanced security features. This also makes them easy to distinguish from the first series. An independent banknote designer, Reinhold Gerstetter, based in Berlin, was selected to refresh the design of the notes. 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 Cyrillic in addition to Latin and Greek, and the initials of the ECB appear in nine – instead of five – linguistic variants.

THE NEW €10 BANKNOTE

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

Europa series, €10, front



Europa series, €10, back



THE €10 BANKNOTE OF THE FIRST SERIES

First series, €10, front



First series, €10, back



For users who have a legitimate interest in reproducing euro banknote images, the ECB has produced CDS-disabled digital images (300 dpi; TIFF format and marked "Specimen"), which do not trigger the CDS¹. To obtain such images, users must: use them for professional purposes; have a personal computer or digital imaging software that includes the CDS; and sign a confidentiality declaration. The confidentiality declaration can be obtained by writing to info@ecb.europa.eu

¹ 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

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.

> What's new – Portrait watermark

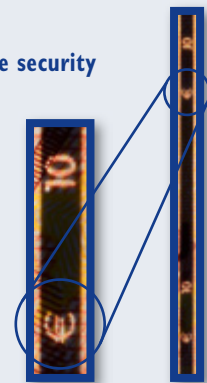
A portrait of Europa is visible.



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

> What's new

The € symbol can be seen in the security thread.



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

A portrait of Europa and a window appear.



> What's new – Emerald number

Tilt the 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.



EURO INFORMATION CAMPAIGN

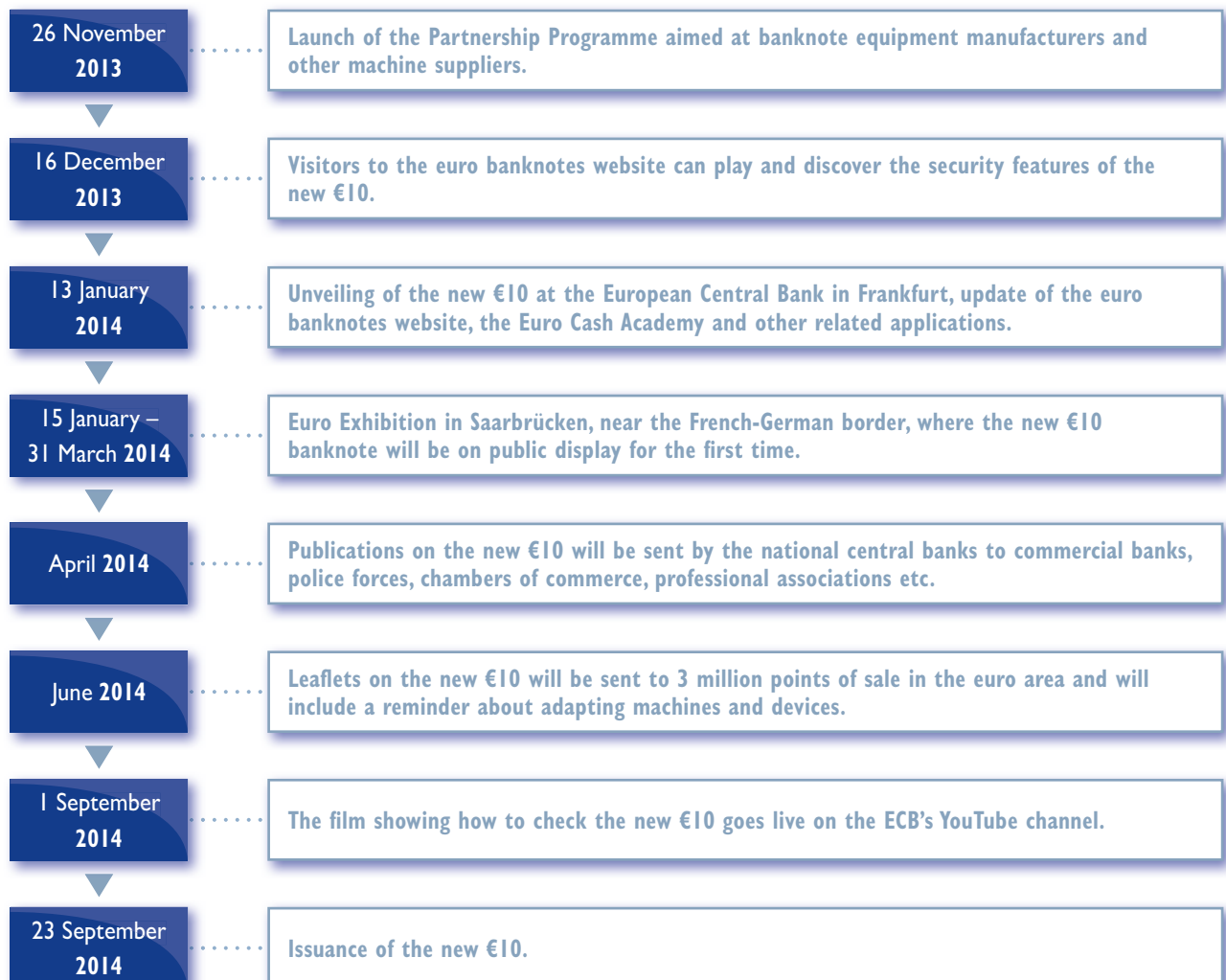


The new security features will only be effective if the public recognises them easily. To ensure this, the Eurosystem will conduct an information campaign about the Europa series across the euro area in 2014.

For more information, please go to www.new-euro-banknotes.eu



> Timeline of the new €10 banknote:



THE EUROPA SERIES

> A closer look at Europa

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.



> Key points:

- > The new euro banknotes are to be introduced gradually over several years, in ascending order. The €5 started circulating in 2013 and will be followed by the new €10 in September 2014. 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 (BEMs) and other machine suppliers have been involved in the development of the Europa series, enabling them to prepare for the introduction of the new banknotes.
- > The new series is to include new and enhanced security features which will offer better protection against counterfeiting.
- > In order to use up remaining stocks, the €10 banknotes of the first series will be issued for several months alongside the new €10 banknotes. In any case, for each denomination both series will continue to circulate in parallel for as long as the first series notes remain fit for use.
- > 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 any Eurosystem NCB.

> Suitable for the visually impaired people

Co-operation with visually impaired users during the design phase of the Europa series led to the inclusion of features in the banknotes which enable those users to handle the notes with confidence. The higher the value of the note, the larger it is, so blind people can organise their wallets accordingly. As a further aid, short raised lines are being included on the edges of the Europa series banknotes. This series shows the value numeral in large bold letters and has raised print, which is easy to feel, on the front of the banknote. The dominant colours of the notes of the first series are to be retained for the Europa series, although the colours will be stronger to make it easier to distinguish between the individual denominations.

ANTI-COUNTERFEITING

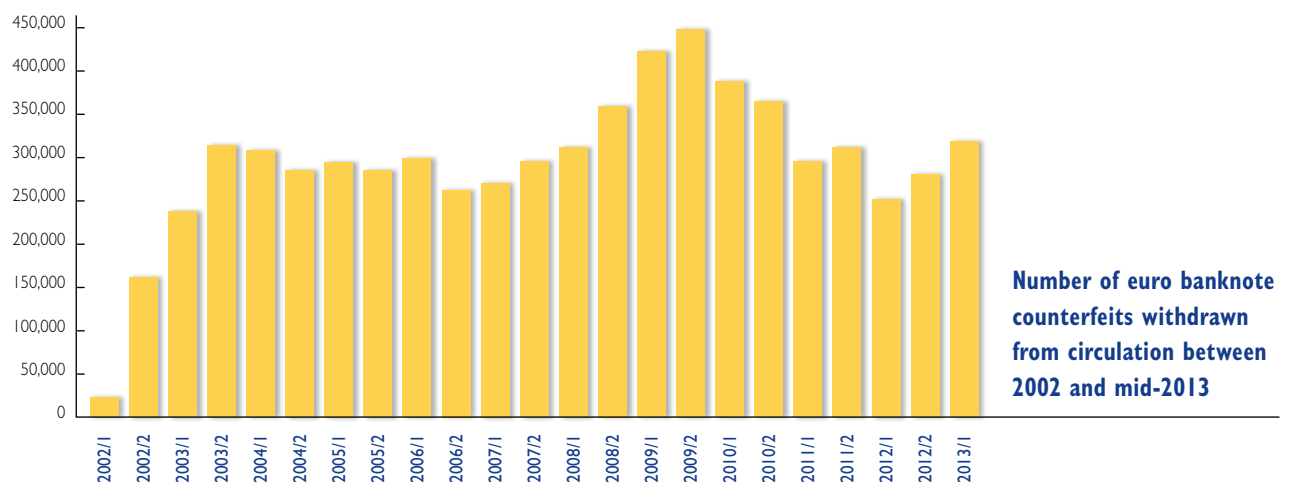
> Effective anti-counterfeiting

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

In the first half of 2013 a total of 317,000 counterfeit euro banknotes were withdrawn from circulation. When compared with the number of genuine banknotes in circulation during that period (15.1 billion), the proportion of counterfeits remains very low.

Even though the current number of counterfeits does not represent a threat, the ECB and the NCBs 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 Europol, Interpol and national police forces. Another line of defence is to ensure that the public is well informed about the security features.



PARTNERSHIP PROGRAMME

ADAPTATION OF THE MACHINES

Shortly after the launch of the new €5, there were reports in the media about the banknote being rejected by ticketing and vending machines, and other authentication devices.

To improve the spread of information to all parties and to ensure that machines and devices across the euro area are adapted in good time, a Partnership Programme was launched at a Eurosystem seminar in Brussels on 26 November 2013.

The programme offers banknote equipment manufacturers (BEMs) and suppliers as well as clients and users a wide range of educational tools and materials, most of which are available in the official languages of the EU.

Under the Partnership Programme, the ECB and the national central banks specifically will:

- communicate extensively on the need to adapt cash-handling machines and authentication devices to the new banknotes;
- organise a series of events and actions leading up to the launch of the new €10;
- deliver digital, audio-visual and print media about the new banknotes, in 22 official European Union languages, to assist partners in communicating with their target groups.

Under the programme, the partners will ensure that their equipment will accept the new Europa series banknotes upon issuance, whenever applicable. BEMs and vendors of machines and devices are expected to start distributing information material and preparing for adaptation as early as possible.

Users of banknote handling machines and authentication devices are expected to contact their suppliers or manufacturers in order to start preparing for adaptation. If they plan to purchase a banknote handling machine and/or authentication device, they should check with the suppliers that it can be adapted to accept the new banknotes.

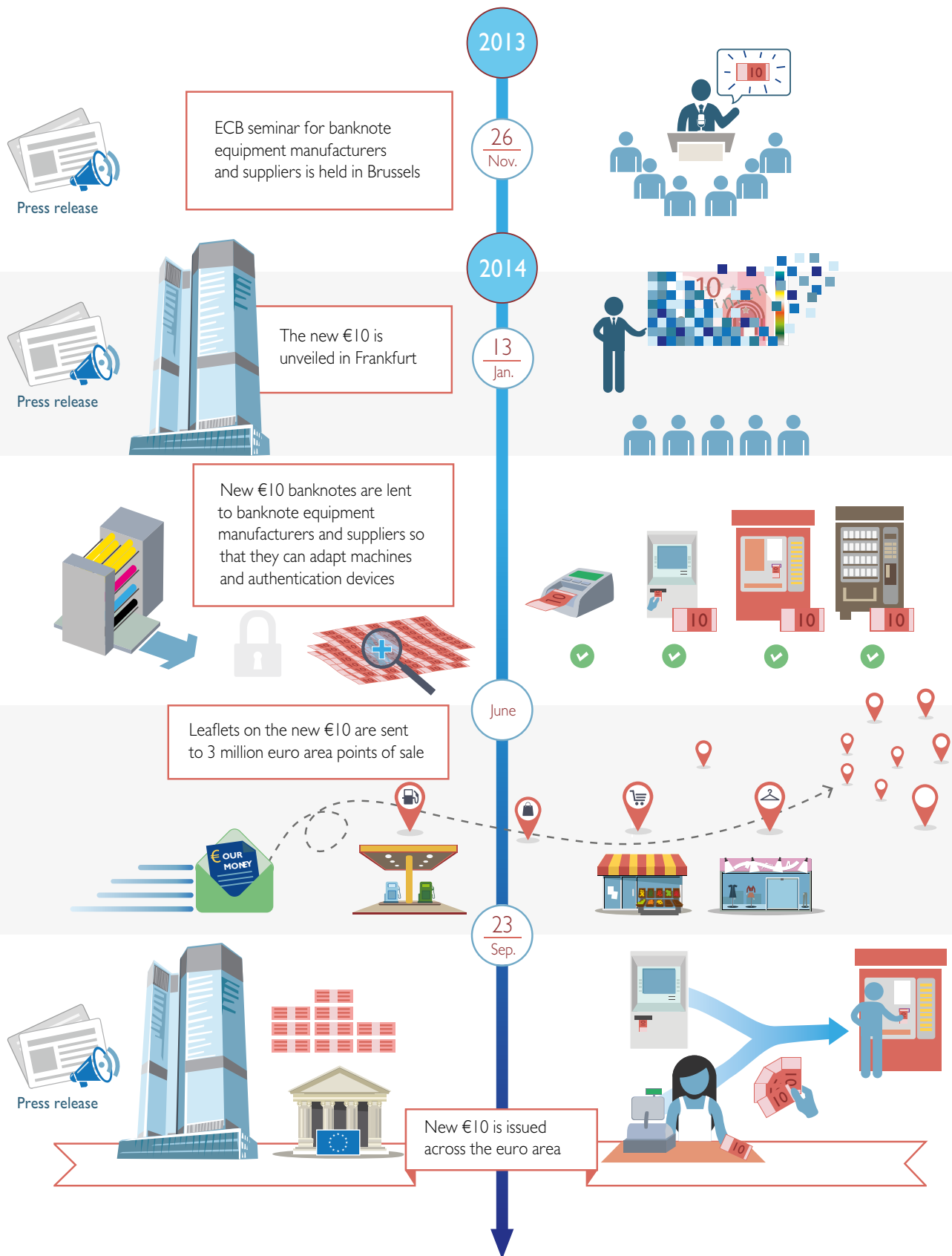
The European Central Bank and the national central banks of the Eurosystem will work closely with their registered partners as well as other interested parties to help them prepare for the introduction of the new banknotes.

In particular, they will lend new banknotes to partners and others from early 2014 after the unveiling of the new €10 for off-site testing and adaptation of machines and devices.

Lists are available on the ECB's website (<http://www.ecb.europa.eu/euro/cashprof/cashhand/recycling/html/tested.en.html>) of banknote authentication devices and handling machines which have been tested by the Eurosystem central banks and been adapted to recognise the new €5 banknotes. After the machines and devices have been tested by the Eurosystem central banks, similar lists for the new €10 banknotes will be published in 2014 on the same website.



TIMELINE OF THE PARTNERSHIP PROGRAMME



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