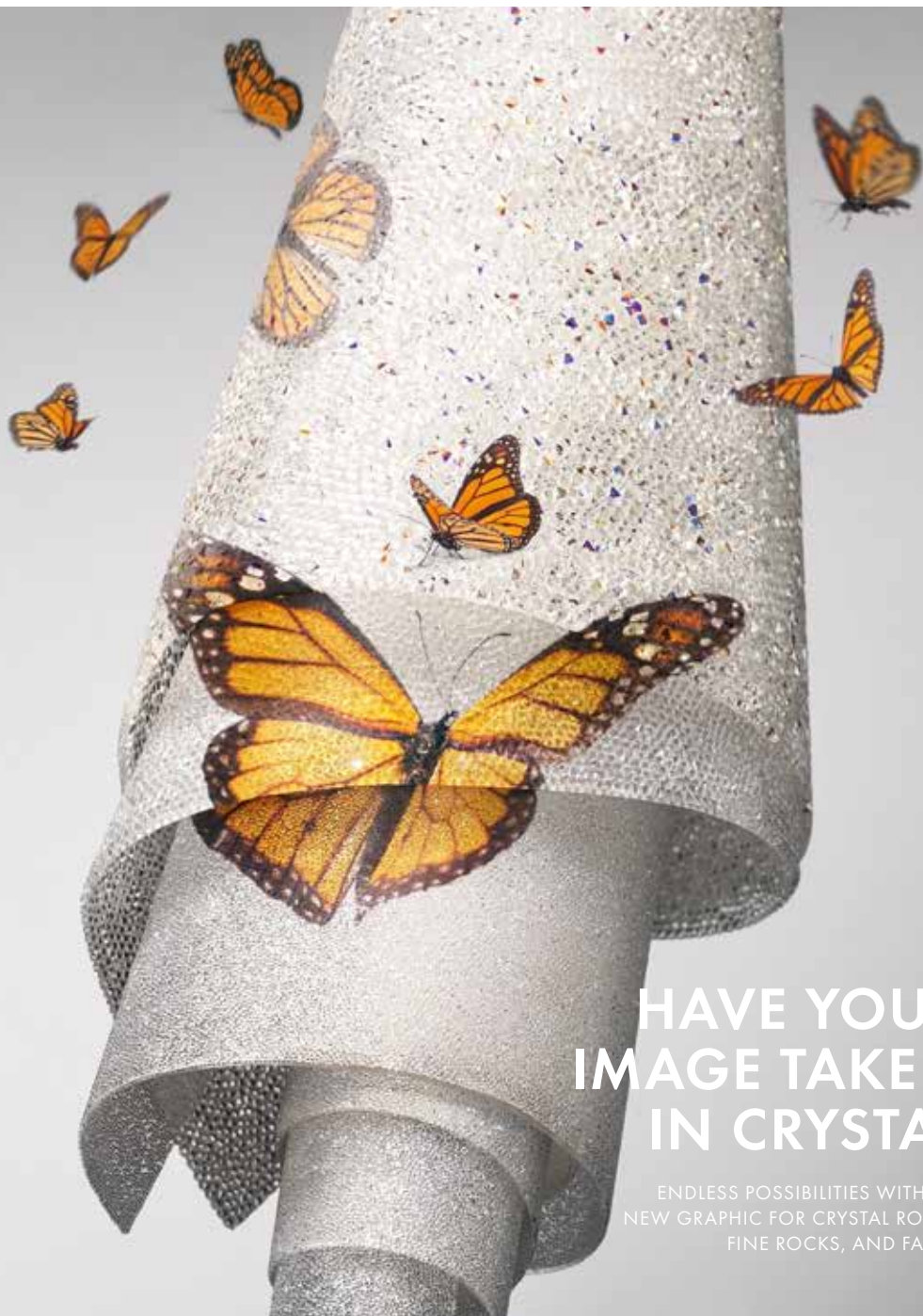


# SWAROVSKI



HAVE YOUR  
IMAGE TAKEN  
IN CRYSTAL

ENDLESS POSSIBILITIES WITH THE  
NEW GRAPHIC FOR CRYSTAL ROCKS,  
FINE ROCKS, AND FABRIC



## COUNTLESS IMAGES. ENDLESS POSSIBILITIES.

Putting the “image” into “imagination” and taking it to new creative heights, Swarovski presents a new graphic technology that opens up a world of design possibilities – with unprecedented richness of detail!

The new Graphic product group can be used to print individual motifs – such as pictures, graphics, logos, or lettering – onto customer favorites Crystal Fabric, Crystal Rocks, and Crystal Fine Rocks.

The three different printing possibilities, either on or underneath the crystal, or a combination of both, enrich your personal motif with a sparkling 3D surface for stunning effects in a series of application fields.

YOUR IMAGE AS YOU HAVE NEVER SEEN IT BEFORE!



Made in Austria  
by the innovation leader



Advanced Crystal  
for peace of mind



Holfix Glue –  
flexible and durable

# CRYSTAL IS THE NEW CANVAS

## **Applicability**

Graphic delivers unlimited possibilities, adorning textile items and accessories such as shoes and bags, as well as jewelry, watches, eyewear, mobile accessories, or homeware.

## **Individuality**

Graphic creates an entirely singular, personal look as unique as a fingerprint. It can be used to produce a variety of different designs such as images, slogans, logos, letters, words, and even complex motifs. Choose your favorite image and make it sparkling and everlasting!

## **Versatility**

With nearly endless color and effect combinations, Graphic offers a multitude of color gradations, stroke widths, and placement options.

MAKING THE COMPLEX EASY AND  
THE IMPOSSIBLE POSSIBLE.



# ABOVE OR BELOW: ALWAYS A WINNER

Graphic offers three different printing possibilities on three separate product groups, available in a wide assortment of colors and effects.



## 1. Foil Print

The motif is printed on the foil underneath the crystal, which means...

- The brilliance of the crystal remains intact
- Blurred contours can be used as a design element, e.g. for millefleurs motifs



## 2. Glass Print

The motif is printed on crystal, which means...

- Highly precise reproduction of the motif, even with minute details and small fonts
- No blurring
- Matte effect can be used as a design element



## 3. Combine these methods to...

- Create spectacular depth effects
- Highlight special features of the design

## COLOR/EFFECT ASSORTMENT AND FILM RANGE

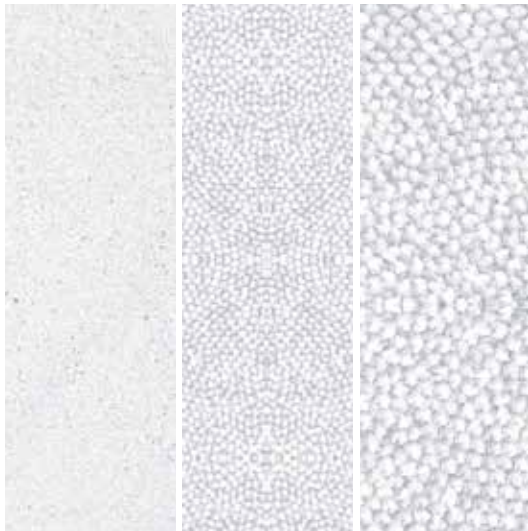
### Graphic Fabric

	Color of Film	010 Transparent	012 Black	022 White	Print	Print on foil*	Print on glass
57 000 onwards							
<b>Crystal Effects</b>							
<b>Transparent Effects</b>							
Crystal AB (001 AB)							
Crystal Golden Shadow (001 GSHA)							
<b>Metallic Effects</b>							
Crystal Comet Argent Light (001 CAL)							
Crystal Metallic Light Gold (001 MLGLD)							
<b>Color Effects</b>							
<b>Metallic Effects</b>							
Jet Hematite (280 HEM)							
<b>Multicolors</b>							
Crystal &							
Crystal Moonlight (001 M500)							

### Graphic Fine Rocks & Rocks

	Color of Film	010 Transparent	012 Black	022 White	Print	Print on foil*	Print on glass
74 000 & 72 000 onwards							
<b>Colors</b>							
<b>Plain Colors</b>							
Crystal (001)							
Jet (280)							
<b>Opal Colors</b>							
White Alabaster (281)							
<b>Crystal Effects</b>							
<b>Transparent Effects</b>							
Crystal AB (001 AB)							
Crystal Bermuda Blue (001 BBL)							
Crystal Golden Shadow (001 GSHA)							
Crystal Moonlight (001 MOL)							
Crystal Silver Shade (001 SSHA)							
<b>Metallic Effects</b>							
Crystal Comet Argent Light (001 CAL)							
Crystal Metallic Light Gold (001 MLGLD)							
Crystal Metallic Silver (001 METSI)							

\*Print on foil will not be visible when using the covering crystal colors/effects. Only where print on foil is available will a combination of both print on foil & print on glass be offered



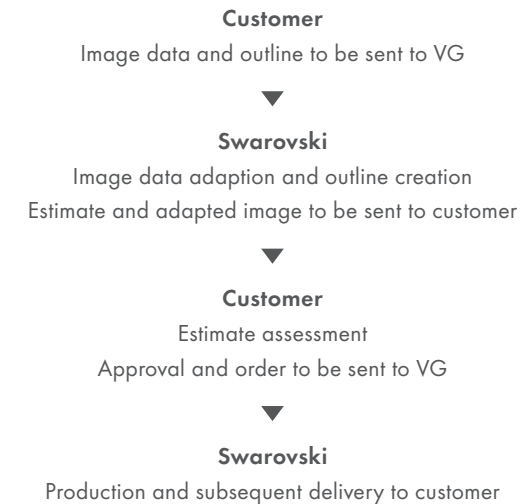
	<b>CRYSTAL FABRIC</b>	<b>CRYSTAL FINE ROCKS</b>	<b>CRYSTAL ROCKS</b>
Max. motif size	400x330 mm	400x330 mm	400x330 mm
Min. motif size	10x10 mm	15x15 mm (or effective surface of 2.25 cm <sup>2</sup> )	15x15 mm (or effective surface of 2.25 cm <sup>2</sup> )
Min. width of holes within motifs	3 mm	3 mm	3 mm
Min. product surface	3 mm	4 mm	9 mm
Min. size of smallest element within a motif	10x10 mm	15x15 mm (or effective surface of 2.25 cm <sup>2</sup> )	15x15 mm (or effective surface of 2.25 cm <sup>2</sup> )

## PICTURE PERFECT!

The new Graphic product family provides a standard assortment with popular and artistic motifs, but our Special Motif Service remains at the ready to create customer-specific designs upon request.

Benefit from Swarovski's longstanding experience and design expertise and enjoy limitless options to produce your very own creation!

### SPECIAL MOTIF PROCESS FOR GRAPHIC



# SEAL YOUR SUCCESS

When you become part of the Ingredient Branding program, you associate your brand with Swarovski, which means:

- laying the foundations for increased turnover and profit
- strengthening your brand and enjoying the positive rub-off effect
- benefiting from our exclusive communication support to help market your products

By displaying the Swarovski Seal of Authenticity you highlight the fact that your products are made with genuine Swarovski crystals.

With its strong associations with Swarovski's rich history and extensive experience, the Swarovski seal taps into the heart of our maxim: "creating value for our customers." It authenticates the premium quality of these precious ingredients and adds an aura of glamour to everything they touch. Sophisticated design features, such as the seal's hologram effect and tracking number provide your customers with proof of the origin and quality of the crystals used in your products.

SHOW YOUR CUSTOMERS THAT YOU WORK  
WITH NOTHING BUT THE BEST



