



SWAROVSKI

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# LEVERAGING THE POWER OF THE SWAROVSKI BRAND

Swarovski is the premium crystal brand on the market. With over 120 years of precision-cutting innovation and experience, Swarovski's expertise has been carefully developed to achieve impeccable faceting. Furthermore, its crystals are carefully manufactured under a strictly controlled production process at the company's headquarters in Wattens, Austria. Every step of the process exceeds industry standards—what's more, under sustainable and environmentally friendly conditions, too. It's a sophisticated approach that ensures all crystals give perfect light distribution.

Choosing Swarovski crystals means choosing a renowned luxury product with ethical credentials—one that guarantees exceptional brand awareness, as well as the highest possible level of brilliance.

Lighting objects made exclusively with genuine Swarovski crystals may be clearly identified by the "Crystals from Swarovski" seal. This label signals that the product is made using highest quality crystals. It's a distinction that, through the Ingredient Branding program, passes on Swarovski's exceptional brand recognition benefits.

The 'Crystals from Swarovski' seal, incorporating a sophisticated tracking system with a unique identification number to reinforce authenticity, enables customers to distinguish products embellished with genuine Swarovski crystals.



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“Working with crystals is the same as working with the emotional and sensual qualities of light. Swarovski and I have a similar understanding that design can add joy, expression and excitement to everyday life. This makes our partnership a great match.”

*Tord Boontje, Designer*

# UTMOST PRECISION, UNRIVALED BRILLIANCE

Swarovski's brand values, heritage and mastery, passion for detail and craftsmanship mean that it uses only crystals of unrivalled brilliance, guaranteeing that lighting and interior objects trimmed with Swarovski crystals are of the highest quality. This is summed up in a company mantra that ensures that products go above and beyond subjective perception, ensuring that quality and value are always determined by "The Five Cs":

## **CUT.**

The more precisely crystals are cut, the greater their brilliance: Swarovski combines ultra-precise cutting with perfect faceting.

## **CLARITY.**

To avoid inclusions, the purest raw materials and flawless processing techniques are obligatory—this is a matter of course for all Swarovski products.

## **COLOR.**

To achieve flawless crystals, color intensity and consistency are independent of size and cut. This is what makes Swarovski crystals perfect.

## **CONTOUR.**

Minimum manufacturing tolerances are a Swarovski standard—only perfectly shaped crystals ensure perfect application.

## **CARE.**

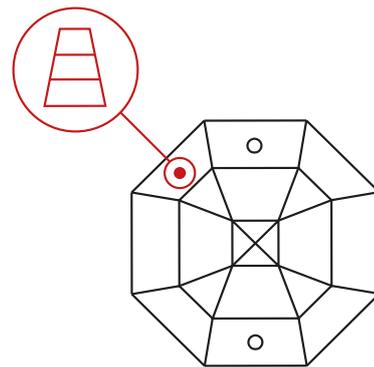
At the heart of Swarovski's core values is sustainability in the selection and composition of ingredients, as well as responsible production.

Swarovski is continually streamlining and innovating in order to meet these criteria with the highest standards and utmost precision. "The Five Cs" are especially relevant when it comes to lighting designs that use large-scale crystals. For perfect light distribution, it is crucial that crystals are free from inclusions or bubbles and have consistent coloring. Swarovski is the only crystal manufacturer able to offer flawless crystals at XXL sizes of 100 mm and above.

## THE SIGN OF QUALITY

To provide the assurance of original quality, SWAROVSKI STRASS® crystals carry a permanent laser-engraved Quality Signature\*. This enables Swarovski crystals to be easily identified.

\* SWAROVSKI STRASS® lighting assortment only. Clear crystals 12 mm and above, colored crystals 18 mm and above. No signature with the colors Bordeaux, Jet, Emerald and Arctic White.



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“Even after years of working with crystal, its uncompromising precision still constantly captures my imagination. It's precisely this that allows crystals to provoke such an infinite number of feelings and emotions.”

*Christoph March / MARCH GUT, Industrial Designer*

# SWAROVSKI'S COMMITMENT TO SUSTAINABILITY

With a heritage that includes responsible business practice, Swarovski is committed to making safe, clean, and responsible products. It uses high-quality, responsibly sourced materials, together with cutting-edge skills and technology in its production processes. By continuously investing in innovation, the company manages to exceed product safety regulations—often before new legislation is even introduced. Through the Responsible Sourcing Initiative Swarovski takes a systematic, risk-based approach to monitoring suppliers' adherence to the Supplier Code of Conduct, which sets out the expectations on social, ethical and

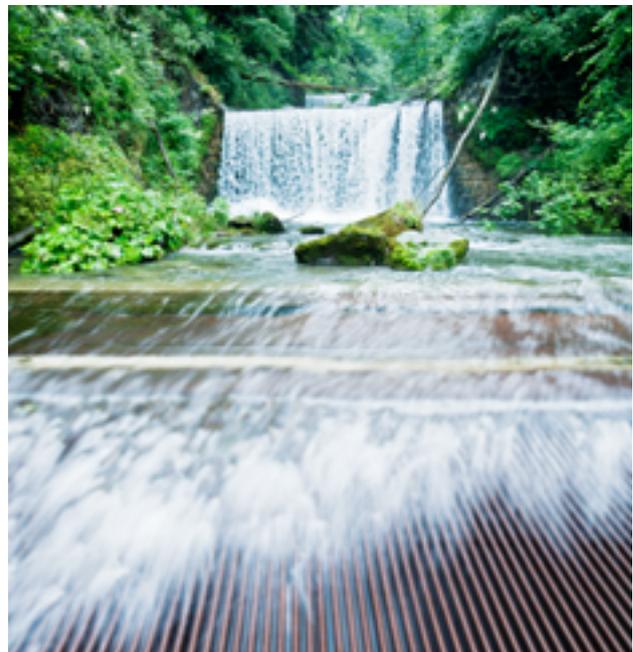
environmental standards. Fundamental to Swarovski's environmental strategy is sustainable resource management. More than two-thirds of the company's total water demand is already met with recycled water, with 55 % of the energy required for its manufacturing operations around the world coming from renewable sources. Swarovski has consistently recycled 68 % of the water in their operations since 2010.\*

\*Swarovski's 2015 Sustainability Report

## ADVANCED CRYSTAL: A LEAD-FREE\* BENCHMARK

The global regulatory environment is becoming ever stricter, forcing manufacturers to adapt their use of raw materials and production processes accordingly. Swarovski's pioneering technology has enabled the development of Advanced Crystal to meet the rising standards. This patented formula is the most sophisticated crystal composition on the market today, enabling Swarovski crystals to be lead free\* and environmentally friendly, without compromising their superior brilliance and clarity.

Since 2012, all Swarovski-branded products have been made in accordance with the Advanced Crystal standard. This has proved to be the answer to compliance: not only does it surpass today's rigorous industry standards—it even anticipates the possible developments of the future.



## AT A GLANCE: ADVANCED CRYSTAL...

- ... is a patented, lead-free\* crystal formula without any compromise regarding quality
- ... still provides the same sparkle, dependability, and variety for which Swarovski has always been famous
- ... combines perfect light distribution with the highest luminosity and color intensity, creating crystals with infinite brilliance

\*Crystal glass and all other materials containing 0.009 % lead or less.



„Advanced Crystal fulfills all the expectations of a great innovation: unsurpassed sparkle without any lead content, a fantastic variety of colors, shapes and effects and, of course, a renowned originator—the Swarovski brand!“

*Manfred Schwaiger, Q3 Interiors,  
Marketing / Organisation*

## WORLD-BEATING BRILLIANCE AND QUALITY WITH MINIMAL WEIGHT

Advanced Crystal stands for superior brilliance and quality: there is no optical or visual difference between crystals made according to the Advanced Crystal standard and crystals that contain lead. Indeed, light refraction is not solely determined by the composition of crystals—it is also determined by the purity of raw materials, precision cutting, and polishing. In each of these areas Swarovski occupies a market-leading position, and this consistency and reliability equally applies to Advanced Crystal across all product categories.

One key significant difference, which is of particular importance to interior design and architectural projects, is product weight. The new Advanced Crystal composition reduces weight by 15–20%, while simultaneously increasing product hardness and durability. This is a considerable advantage in the designing and manufacturing of chandeliers.

Advanced Crystal conforms with laws, safety requirements, norms and non-mandatory standards that include the following:

- CPSIA (lead limit)
- RoHS, EIP Measures, Korean Act
- EN 71/3, European Norm of the Safety of Toys for Children
- ASTM F963-8, point 4.3.5.2.
- Packaging Directive (94/62/EC and TPCH)
- Nickel release
- OEKO-TEX 100

The composition of Advanced Crystal complies with current laws governing restricted and prohibited substances in finished products for numerous segments. Among others in Architecture, Interior and Decorations Products including Tableware Products as well as in Electrical and Electronic Equipment.



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„As a luminaire expert and an ecologically aware person, I’d like to thank Swarovski for developing Advanced Crystal. The crystals no longer have the slightest addition of lead and yet still sparkle with the highest brilliance.“

*Dr. Thomas Faustig, CEO Kurt Faustig KG*

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“Lead in crystal is absolutely taboo—it’s a thing of the past. With Advanced Crystal, Swarovski has set new standards, creating products that comply with the strictest laws, yet sparkle with the same brilliance as before.“

*Jochen Gold, Dotzauer Kristalleuchten Prod GmbH,  
Managing Partner*

# DEFINING CRYSTAL EXCELLENCE

Made entirely from carefully selected raw materials of outstanding purity, Advanced Crystal's unparalleled brilliance, dazzling depth of color, and technical precision are upheld by thorough and objective technical measures. These confirm Advanced Crystal's unique ability to combine perfect light distribution with the highest luminosity and color intensity to form crystals with infinite brilliance—characteristics that have set a new quality standard that has made Swarovski crystals an industry benchmark.

- Advanced Crystal meets the highest quality criteria “Ultra Clear” according to the ISO IWA08 classification of crystal glass.
- Advanced Crystal fulfills all optical and visual characteristics of the highest classification according to the European Crystal Directive.
- The renowned institute Fraunhofer ISC tested and confirmed the brilliance and sustainable composition of the crystal blend of Advanced Crystal.\*

\* Advanced Crystal fulfills all optical and visual criteria of full lead crystal (category 1) according to the European Crystal Directive 69-493-EEC. Advanced Crystal also fulfills the highest class “Ultra Clear” according to the standard ISO IWA08. This was confirmed by Fraunhofer ISC.

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“With the development of this market-leading formula, Swarovski has created a crystal composition of carefully selected ingredients that does not require the addition of lead, while still providing the same unique sparkle, dependability, and variety for which it has been famous for more than 120 years.”

*Christoph Kargruber, EVP Innovation & Product Management, Swarovski Professional*

# CUSTOMIZED SOLUTIONS

Swarovski's dedicated team of experts is on hand to provide full-service, 360° support to clients, ranging from planning and purchasing to project management and creation. The result is tailor-made lighting designs that showcase the highest technical standards in modern illumination, opening up a multitude of ways of combining light sources to suit any room design. The expert provision of customized solutions makes Swarovski a strong, creative, and reliable partner.



## CUSTOMIZATION POSSIBILITIES

### Crystal Sizes

Crystals in bespoke sizes from micro to XXL that are not available in the standard Swarovski assortment can be created on request, featuring the same cuts and facets within each special size.

### Swarovski LED Solutions

Innovative LED solutions allow crystals to be lit internally or externally.

### Crystal Shapes

Swarovski is famous for its unique crystal shapes, including highly complex cuts, and is always happy to work with customers to develop bespoke crystals.

### Crystal Colors & Effects

The possibilities for creating special colors and effects that are not in Swarovski's existing assortment are limitless. Contact Swarovski to explore options.

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“As a lighting designer, crystals from Swarovski enhance the conceptual and visual impact of my projects.”

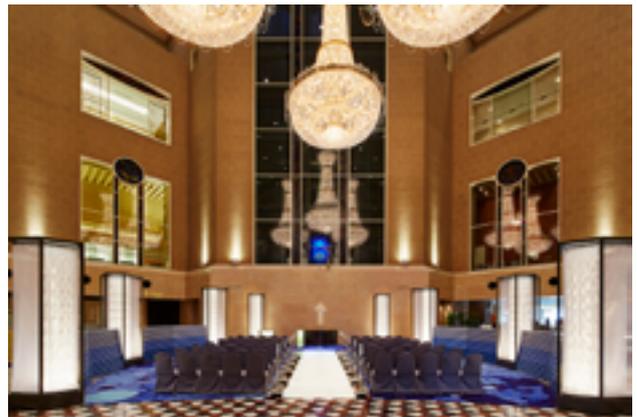
*Gabor Kiss, Industrial Designer*

# ARCHITECTURAL EXAMPLE

Whether giving radiance to rooms through extravagant lighting projects, or contributing to the restoration of important historical artifacts, Swarovski crystals' brilliance, splendor, and the vast expertise they represent, are admired throughout the world.

## **Case study:**

Tokyo's Hyatt Regency hotel in its dynamic Shinjuku district boasts three of the world's most impressive chandeliers. Made using 115,000 Swarovski crystals and 185 light bulbs, the spectacular 8-meter-high, 2-ton chandeliers are suspended 28 meters above the spacious seven-story atrium lobby. So beautiful is this space that it has become a sought-after venue for weddings.



# SWAROVSKI HAS BEEN THE PREMIUM BRAND FOR FINE EMBELLISHMENTS WITH CRYSTALS SINCE 1895.

It is recognized for its innovative excellence and for its collaborations with world-class designers and brands from the fashion, jewelry, accessories, interiors and lighting industries.

Available in myriad colors, effects, shapes and sizes, crystals from Swarovski offer designers an unrivaled palette of inspiration born out of a passion for detail and high-precision cutting. These precious ingredients impart a refined glamour to everything they embellish and are produced according to the groundbreaking lead-free\* Advanced Crystal standard.

The 'Crystals from Swarovski' seal, incorporating a sophisticated tracking system with a unique identification number to reinforce authenticity, enables customers to distinguish products embellished with genuine Swarovski crystals.

A family-owned company for more than 120 years, with values rooted in integrity and excellence, Swarovski is noted as much for its ethics as for its artistry and innovative flair. Our founder, Daniel Swarovski, believed that business should have not only its employees' wellbeing at heart but also that of the environment and society as a whole. His vision still inspires us today. For a global business in modern times, this means playing a deeper role in society and ensuring our business acts responsibly and with purpose.

\* Crystal glass and all other materials containing 0.009% lead or less.

[SWAROVSKI.COM/PROFESSIONAL](https://www.swarovski.com/professional)