

# Jewelry Specialty Products



## Positioning Statement

Jewelry Specialty Products offer you fine 14K gold and silver jewelry designed to give you a unique personalized look to your jewelry. With Photomax™ jewelry products, you can place your photos onto our classic jewelry selection and create heirlooms out of your photographs. Your photos are carefully laser engraved by our expert lab technicians for a flawless result that personalizes your jewelry like never before.

## Product Concept

When you place your beautiful photos onto our elegant jewelry, you'll find a stunning blend of your memories with our classic style. This engraved jewelry can be passed down from generation to generation with all details remaining in tact. These beautiful photographic gifts come in a variety of styles:

- Heart Pendant in 14K Gold
- Oval Pendant in 14K Gold
- Rectangular Pendant in 14K Gold
- Round Pendant in 14K Gold
- Oval Tie Tack in Silver
- Rectangle Tie Tack in Silver

## Target Audience

Jewelry Specialty Products are for everyone, men and women alike. These precious items are great for anniversaries, birthdays, or any occasion.

## Key Features and Benefits

Our jewelry comes in a variety of choices. Pendants are available in several shapes with an engraving of your selection to make your memories a special piece of jewelry. Tie tacks are also available for men or boys.

## Product Testimonials

"For my 15th anniversary I purchased a Photomax picture-engraved pendant for my wife. She loves it and is already talking about passing it on to our daughter some day. I can't believe the great quality of the pendant. It was the best anniversary we have had so far...Thank you so much."

## Frequently Asked Questions

### *How are the images engraved into the gold?*

The process involves digitizing your favorite photo (your photo will not be damaged) and permanently engraving the image directly into the gold using advanced laser technology.

### *How is the gold image protected?*

A mineral watch crystal protects the image on both sides, providing water and scratch resistance.

### *How many people in a photograph can be placed in a pendant?*

We recommend a maximum of three people.

### *Are the images on the finished product in color?*

Because the images are engraved they will be black and white.

### *Can I have a personal message attached to the pendant?*

Unfortunately, not at this time.

### *What file format is required for the Photo Jewelry?*

We prefer JPEG files because they transmit well over the Internet. Files must have a minimum resolution of 640 by 480 pixels.

### *What is the actual photo size on the Photo Jewelry?*

The jewelry size is: .92 x .90", and the photo size is: .75 x .72"

### *Are there chains that go with the jewelry?*

Yes, with each charm comes an 18-inch chain.

### *What shapes are available?*

We offer four shapes:

- Round
- Heart
- Rectangle
- Oval