



FOR RELEASE

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GEM BRANDING IS NEW RETAIL MARKETING TOOL

Ten ways to build retail traffic with gem branding

With the advent of new, affordably priced laser inscription systems, it is now possible for a small retail store to purchase its own high tech, safe laser inscription equipment. Here are ten ways that this accessible new tool can help generate income, build traffic, raise brand awareness and facilitate inventory tracking for your store, according to PhotoScribe Technologies, the world's largest manufacturer of diamond laser inscription equipment:

- 1. Income generator:** While some retailers may use inscription as a free promotional "add-on" to generate business, it can be its own profit center. Typically retailers charge \$40 to \$90 for a simple inscription, such as a couple's names, wedding date, personalized message or a security tracking number. Furthermore, personalized jewelry isn't returned, so *laser inscription reduces returns*.
- 2. Promotional tool:** Given the fact that almost anything from photographs to logos and line art can be quickly inscribed on a gemstone or any material known to man, you can offer free inscription for all holidays and special occasions. Great for last minute shoppers!
- 3. Builds repeat business:** Promoting this new service gives customers a reason to come back into your store. For example, offer a free inscription to any of your customers who have bought something in your store within the past year.

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4. **Maximizes store brand identity:** By inscribing your logo or store name onto all your products, you are expanding your branding efforts and giving your products a special “provenance.”
5. **Exciting publicity tool:** With a diamond laser marking system, you can inscribe the logo or mission statement of your favorite charity onto a gemstone that you are donating to the charity’s annual fundraiser. It will make it more newsworthy. Or work with your local literacy organization or high school on a writing contest for teenagers. The winning entry could be laser inscribed onto a piece of jewelry and presented to the winner. The opportunities to quickly and easily create newsworthy jewelry items, customized for your customers, are as broad as your imagination. In a matter of minutes you can maximize a publicity opportunity for your store.
6. **Reinforces store’s high tech reputation:** PhotoScribe’s new Diamond Branding Systems use the most advanced and safest technology in laser inscription.
7. **Creates visual excitement:** Today’s customers are very interested in anything “high tech.” They will want to see firsthand how laser inscription works. Having a special shopping evening where customers can have their new purchases inscribed on the spot is a great traffic builder.
8. **Facilitates tracking in the event of a loss:** The combination of a tracking number, or certificate number along with your store’s logo will help trace any lost or stolen item.
9. **Inventory control:** Inscription of a number or code helps retailers keep track of product.
10. **Discounts on insurance:** Some insurance companies will give up to a 10% discount on their premiums for inscribed diamonds. A great saving and added value for your customer.

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