



FOR NATIONAL JEWELER  
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## **PHOTOSCRIBE OPENS NEW OFFICE**

*CEO projects double-digit future growth in diamond lasering*

NEW YORK, April 28—PhotoScribe Technologies, the world’s largest manufacturer of diamond laser inscription equipment, opened a sales office in April in Minnesota to meet the growing inscription needs of the industry, according to its president/CEO David Benderly. “We have witnessed a 40% growth in sales since 2000, when we introduced our first laser marking system, and we expect that to continue” said Benderly. “In the next five years, we project that every stone from 1/5 of a carat up will be marked with some inscription, such as a lab name and certificate number, a manufacturer’s SKU, a brand logo – or perhaps a bar code.”

Minnesota was selected for its central location in the U.S. and its proximity to major jewelry companies. It will be staffed by two Account Executives: Brian Brogger and William Kerns, who have been in the marking and tracing field in various industry sectors for over 20 years. “Their long experience in tracing, authentication, and counterfeiting prevention—including issues raised by Homeland Security—will help provide essential new tools for the diamond and jewelry industry,” said Benderly.

As an industry leader in laser inscription, PhotoScribe attributes its business growth to a number of factors, most importantly the impact of new laser technology. The company, which is headquartered in New York City, has solved many of the problems that have plagued diamond inscription in the past. Its exclusive “cold laser technology” equipment comes with a *guarantee* that the laser will not penetrate the diamond and cause internal

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damage. A jeweler no longer has to worry that his customer's diamond will be damaged, said Benderly. "Our guarantee has truly opened the door for diamond lasering."

Other factors affecting the rapid growth of this industry sector include:

- 1) **Greater affordability:** Typically laser equipment has been sold to major labs and large diamond manufacturers and retailers at a cost of several hundred thousand dollars. In the fall of 2002, PhotoScribe introduced its LMS550 for about a quarter of the price. It is being sold to both large and small companies.
- 2) **Greater efficiency:** PhotoScribe estimates that it takes about 2-3 minutes for a well-trained technician to inscribe a diamond using their equipment. "About 80% of that time is in handling the stone," said Benderly. "The machines are very efficient and very user friendly."
- 3) **Increased consumer demand:** Diamond inscription has been an important "added-value" to diamond retail sales. "Consumers like the added confidence that comes with the ability to recognize and identify their stone at any given time, which includes ring sizing or cleaning by a jeweler and tracing in case of loss or theft. It is no longer a blind item that only a trained diamond person would be able to identify for its quality or its relationship to a printed document," said Benderly. Inscriptions can also address consumer concerns regarding diamond treatments and synthetic diamonds. PhotoScribe anticipates that those concerns will increase.

PhotoScribe Technologies was established in 1998. In addition to manufacturing diamond branding equipment for the jewelry industry, its precision marking technology is used in the fields of aerospace, biotech, medical, optical, ophthalmology, fiber optics, electronics, semi conductors, and MEMS (micro electrical mechanical systems).

Its new Minnesota office can be contacted by calling 1-800-746-8672. For information about PhotoScribe Technologies' new Diamond Branding Systems, contact 212-819-1177 or visit [www.photoscribetech.com](http://www.photoscribetech.com).

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