GRAVOTECH

EXPRESSION OF THINGS

EBOOK

The art of engraving

At the heart of a personalized customer experience

The art of engraving at the heart of a personalized customer experience

The quest for excellence drives you to inject more emotion and value into your products. Are you looking to enhance your customer experience by inspiring your products with engraving?

This trend among major luxury brands enables you to stand out from the crowd and offer your customers **a unique experience**, whether they are spending time in your boutiques or shopping online on your e-commerce site. It helps reinforce and convey your brand image, and transforms your customers into ambassadors.

However, the choice of personalization solutions is critical.
Discover the criteria for choosing the solution that will supplement your brand and your products.

Learn more with our videos

Capturing emotion: beautifying with engraving

For luxury brands, personalization is an opportunity to offer unique products, strengthen the bond with customers, bring emotion to the product and stand out from the competition. All these benefits are presented in this ebook *Personalization: Commercial strategies to develop sales*.

Customization allows you to:

- give a **unique essence** to the engraved product;
- add an **individual touch** and a **message specific** to your customers;
- create a **strong emotional bond** between your customer and the object, but also between your customer and **your brand**;
- offer an additional form of **sophistication**;
- **stand out from the competition** by offering a unique point-of-sale experience.

Personalized engraving is an ideal tool for launching a new product, promoting an event or stimulating your customers' interest.

The Gravotech expert

With over 25 years of expertise in the marking and engraving industry, Michel Tissut is the Personalization Key Accounts Director for Gravotech Group. Working with a worldwide team of dedicated specialists, he develops and coordinates international in-store and e-commerce personalization programs for the most prestigious global Brands and Groups.

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01

Methods for a wide range of materials

What materials are suitable for engraving?

Engraving is possible on a wide range of items:

perfume bottles and cosmetics

jewelry

wine and spirit bottles

interior decoration items (candles, frames, vases, etc.)

tableware accessories

all kinds of products to offer...!

However, it's not so much the objects themselves as the materials they're made of that influence the choice of personalization technology.

To engrave plastic, glass, leather, precious or non-precious metals, you can choose between a **mechanical** or **laser** solution. Bear in mind, however, that the **engraving technology** used will have an impact on the final result.

Would you like to engrave jewelry? Find all the answers to your questions on this subject in our ebook *How to choose the best jewelry engraving machine?*

The subtlety of mechanical solutions, for refined engraving

A **mechanical** machine like the **M20** is capable of engraving over **30 different types of material**, including glass and crystal, plastic, precious and non-precious metals...

M20

The M20 is a silent, lightweight, compact and versatile solution. It's equipped with a **diamond tool** that gently scribes into the material to create the engraving. Thanks to this mechanical technology, you get an authentic, high-end finish: the **engraving lines are delicate, precise and distinctive**. Two formats are available:

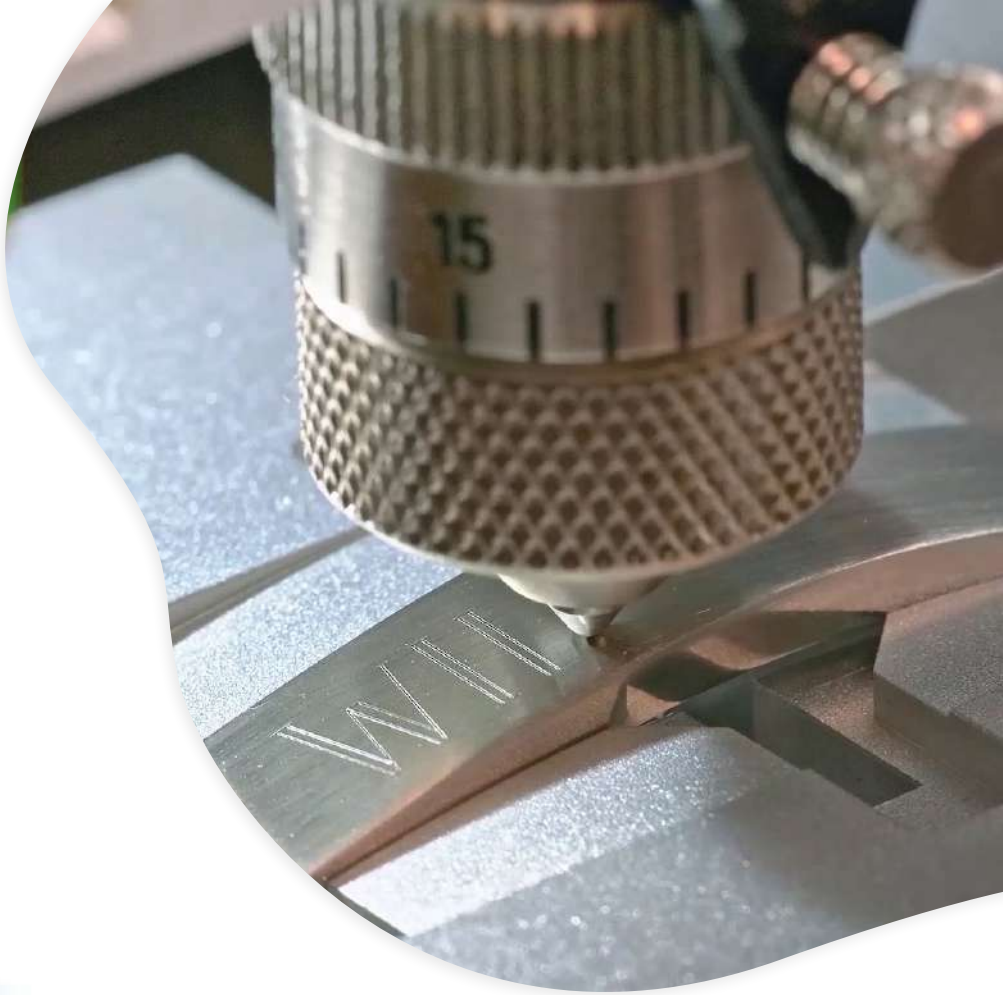
The **cube**

Presented in an attractive, secure casing, it is designed for use **in the presence of the public**. For safety, the device automatically shuts down if the door is opened during engraving.

The **standard**

With no fairing, it is designed to blend in seamlessly with your retail furniture.

This type of engraving lends **timeless beauty** to all types of products.
Its **beautiful depth** allows a subtle play of light to highlight the product.



Gilding wax

Mechanical engraving allows the use of gold or silver-colored gilding wax for contrasting coloration. Iridescent and elegant, it enhances the luxurious look of the engraving and the product.

The elegance and finesse of laser solutions

Laser technology can engrave a range of materials as vast as that covered by the M20, whether metals, plastics or organic materials (glass, wood, leather, ceramics...). Note that it is the laser source that determines which materials are possible. For example, a CO2 laser will be suitable for organic materials, while a Fiber laser will be preferred for engraving coated or uncoated metals.

WELASE™

Laser solutions like the **WeLase™** use a high-intensity beam of light to mark or engrave objects. While laser technology doesn't offer the same versatility as the M20 in terms of the materials to be engraved, it does offer far superior engraving speed and ergonomics.

The WeLase™ laser has been developed for **in-store use**. Thanks to its **Plug&Play** system, it is particularly easy to set up and use, even for **novice operators**.

This silent engraving station is **fully automated**, so you can be sure of a **top-quality finish** at **all times**. It features a door and **safety system** designed for public use. Engraving does not start until the door is closed. If it is opened during operation, the device stops immediately and resumes when the door is closed.

What's so special about the **WeLase™** ? Its design and three panes of glass allow customers to admire the instant personalization of their product, helping to create a unique experience: your exceptional product is the center of attention.

Note

The laser marks with superior graphic quality, but with less depth than mechanical solutions, which scribe into the material. In contrast to mechanical solutions, lasers offer a different contrasted rendering. Your choice of technology should be made according to your preferences and needs.

Summary

		M20	WeLase™ CO2	WeLase™ Hybrid or Green
	Technology	Mechanics	Laser	Laser
Materials	**Metals** (precious or not)	✓	✗	✓
Materials	**Anodized metal**	✓	✓	✓
Materials	**Plastic**	✓	✗	✓
Materials	**Glass**	✓	✓	✗
Materials	**Wood**	✗	✗	✓
Materials	**Paper, cardboard**	✗	✓	✓ in Green ✗ in Hybrid
Materials	**Leather**	✗	✓	✓ in Green ✗ in Hybrid

**WeLase™ Hybrid and Green mark a similar range of materials, but with different engraving renderings.*

02

Creative solutions that are easy to adopt

Easy to use

Your brand needs an engraving solution adapted to the **business strategy**: in order to deploy personalization both in your network of stores and on your e-commerce site. You need a **user-friendly** solution that requires little or no training to use, and that won't be seen as a constraint by your employees. Indeed, a simple solution will be more easily adopted by in-store or e-commerce warehouse staff.

GRAVOTOUCH

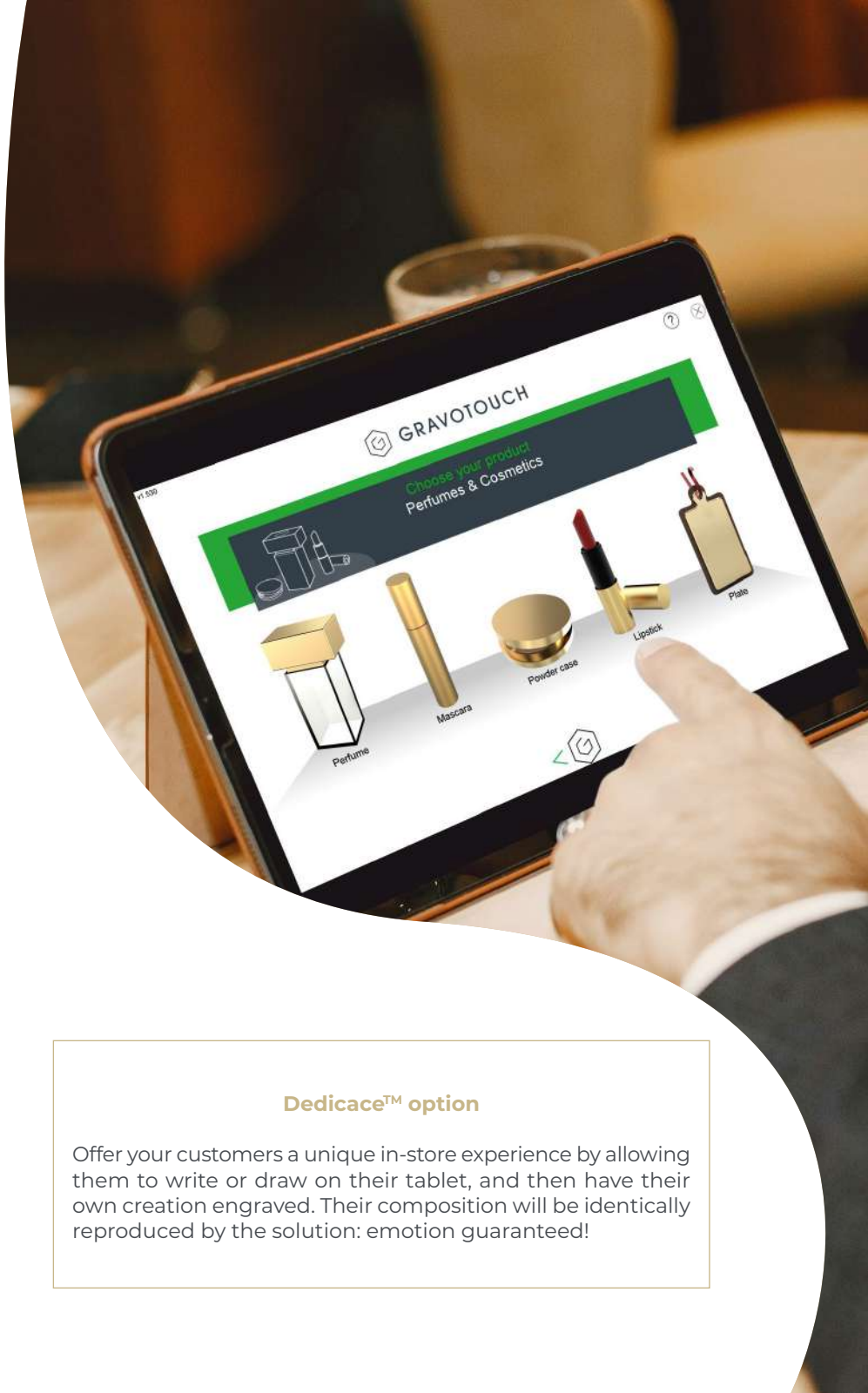
The best engraving software in the store

A distinctive feature of its offering, Gravotech has drawn on its know-how to develop a unique in-house software interface, Gravotouch, to meet the specific needs and constraints of the world's leading brands.

Designed for use on tablets and in stores, Gravotouch™ features a **modular, fully customizable digital interface**: we adapt it to your colors and graphic charter and make it unique. It will showcase your catalog of customizable products.

Highly ergonomic and intuitive, it's particularly easy for your staff to get to learn. The software is translatable into several languages, you can add pictograms, symbols and emojis to the text to be engraved, or the possibility of drawing or writing with the Dedidace™ option.

The software and your product catalog are updated automatically, via the Cloud.

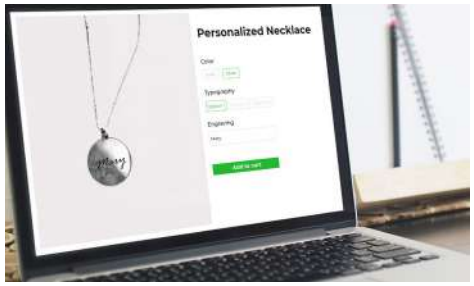


Dedicace™ option

Offer your customers a unique in-store experience by allowing them to write or draw on their tablet, and then have their own creation engraved. Their composition will be identically reproduced by the solution: emotion guaranteed!

Customized finishing

To enhance the value of your e-commerce showcase, **customize your products directly online. Wondering how?** Gravotech has the solutions you need to develop this offer within your supply chain.



Our API (application programming interface), "Font web server", enables the text chosen by the customer to be positioned directly and precisely on the product. Your customer can navigate from one font to another, add symbols... and generate an on-screen preview of the final rendering: no unpleasant surprises. Absolute satisfaction!

It automatically retrieves the data entered by the customer when placing an order on your site. This means the operator doesn't have to re-enter the data, **eliminating any risk of error and streamlining the workflow**.

Benefit from Gravotech's experience and support, worldwide and in your local language. We'll help you automate all the necessary actions **depending on the solution you choose, your needs or constraints, and your products.**

Nomadic engraving devices for your events

Thanks to their carrying case, engraving solutions like the WeLase™ and M20 can be used at promotional events and shows.

The M20 is the technology of choice for frequent travel. Compact, lightweight and robust, it's easy to transport and requires no calibration thanks to its Plug&Play installation system.

Its level of safety means **it can be used in public places** such as airports. A global benchmark already used by the world's leading brands!

03

Master excellence

Gravotech technology to enhance your know-how

Wherever your sales outlets are located, Gravotech's interface makes it easy for you to monitor the proper use of your engraving solutions. This software enables you to **monitor KPIs** and guarantees that your solution is used in the best possible conditions by and for your employees.

You can access **detailed statistics**, particularly on the **regional specificities** of all your stores. You can analyze data by :

- store,
- region,
- countries,
- product,
- customization typology...

These figures allow you to confirm that your personalization offer and your marketing actions are in line with the **demands of your markets**, in a **hyper-localized** way.

This interface helps you to make better decisions for your sales outlets.

Thanks to the interface, you can determine the ROI of your personalization offer and gradually expand it to other countries or points of sale.

Updates and consumables

To ensure that all your points of sale have the latest updates to your product catalog or customization specifications, Gravotech has developed an automatic update system via the Cloud.

Gravotech's extensive sales network also means that consumables and accessories are available all over the world, ensuring fast, efficient maintenance wherever your sales outlets are located.

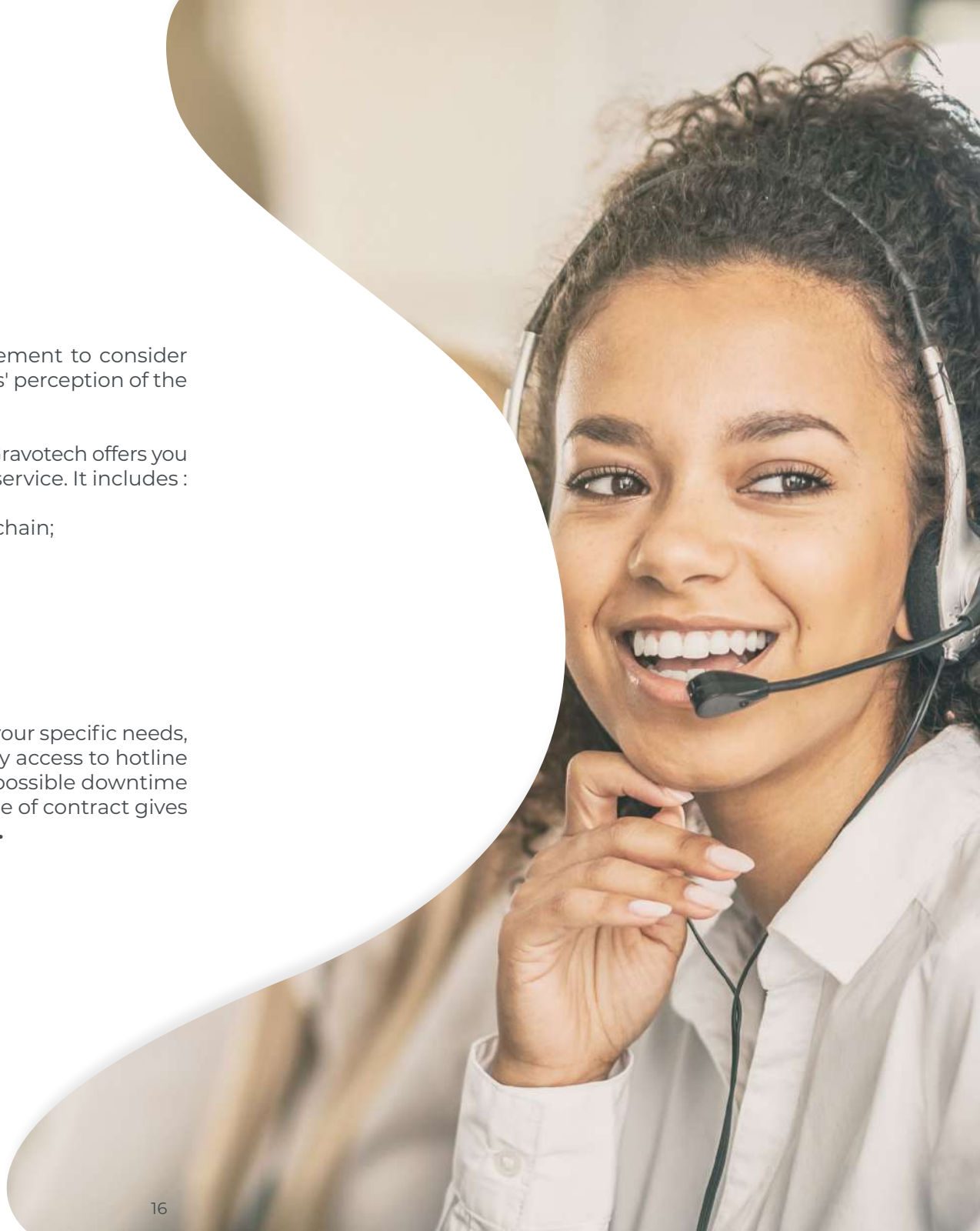
Training and maintenance of your solution

The support provided to local teams is an essential element to consider when choosing a customization solution. Your customers' perception of the quality of your services depends on it.

With **over 150 technicians in more than fifty countries**, Gravotech offers you a comprehensive, high-quality and demanding level of service. It includes :

- installation of our solutions in your stores or supply chain;
- international hotline support;
- ongoing training for your staff;
- preventive maintenance for trouble-free use;
- international operations tailored to your needs.

Gravotech also offers dedicated service contracts to suit your specific needs, and your number of sales outlets. These give you priority access to hotline support, as well as back-up machines to minimize any possible downtime of your equipment. What's more, subscribing to this type of contract gives you a **global, centralized view of all your sales outlets.**



They trust us

Are you still hesitating between a mechanical or laser engraving solution?
To find out more, contact us!

Our experts are ready to help you develop a customization strategy that will meet your requirements for excellence.

Contact Gravotech experts

Discover our offer

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