

# SWAROVSKI ELEMENTS



*advanced* CRYSTAL

A NEW CRYSTAL STANDARD THROUGH RESPONSIBLE INNOVATION

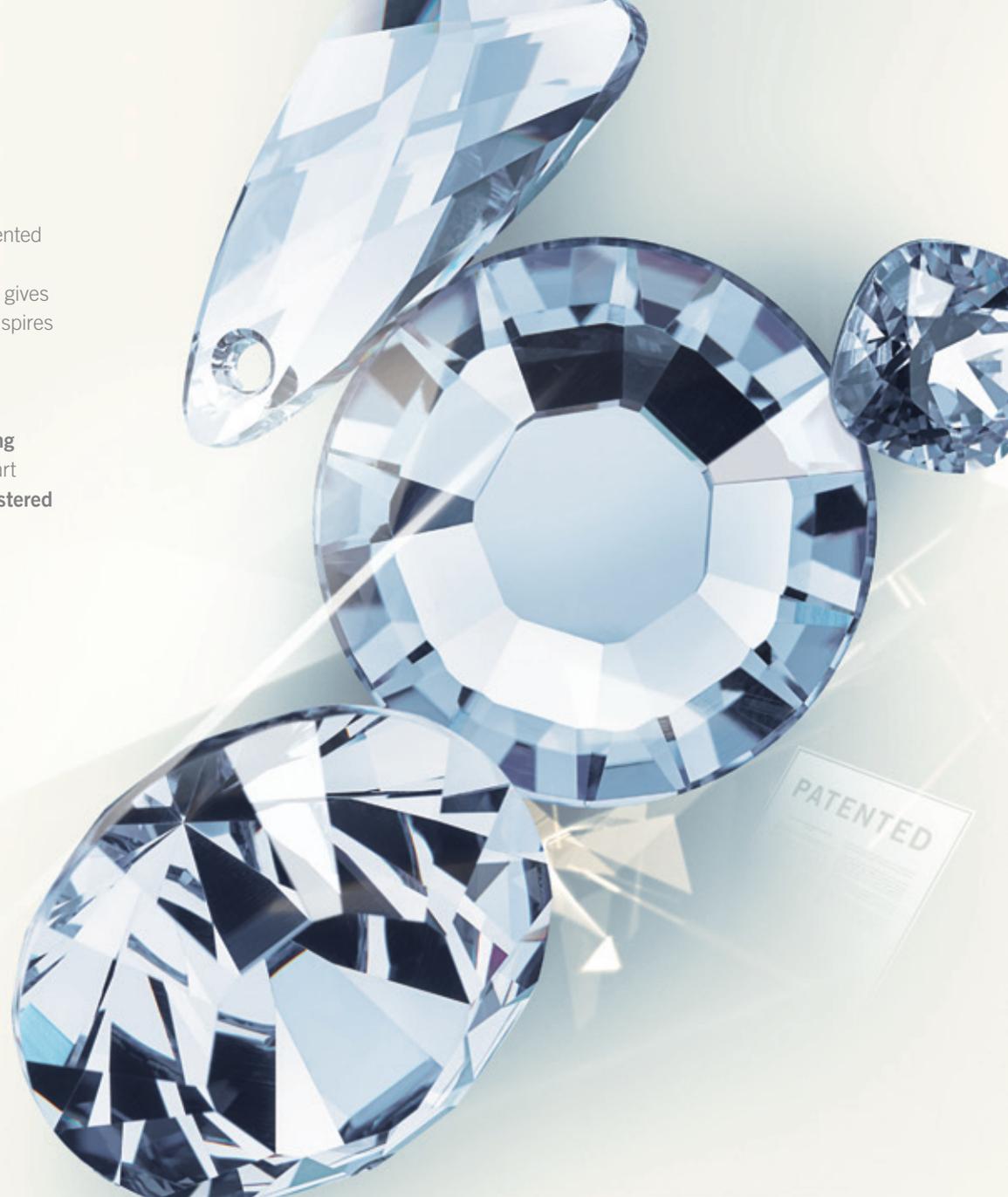


*designers' choice* SINCE 1895

*advanced* CRYSTAL –  
A *new* CRYSTAL *standard*

The commitment to sustainable development, social responsibility, innovation, creativity, and the courage to think and do the unprecedented are central to Swarovski's success. Extensive research of developing technologies, as well as of used raw materials and their composition, gives rise to innovation of the highest degree that breaks crucial ground, inspires within the industry and revolutionizes.

ADVANCED CRYSTAL is a further fascinating example of Swarovski's boundless capacity to innovate. **ADVANCED CRYSTAL is a pioneering crystal recipe** that sets new standards, far exceeds the state-of-the-art technologies that are the norm within the branch, and has been **registered for patent by Swarovski**.



# advanced CRYSTAL – ABUNDANT WITH *advantages*



ADVANCED CRYSTAL is a new form of **sustainable** crystal whose revolutionary sustainability is achieved through the use of innovative processes.



ADVANCED CRYSTAL is a **patented** crystal recipe.



The renowned institute **Fraunhofer ISC\*** tested and **confirmed the unique brilliance** and sustainable composition of the crystal blend of ADVANCED CRYSTAL.



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 for 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** – including sensitive ones – and thus can be used in\*\*\*:

- ✓ **Finished Jewelry, Textile and Accessories** Products for Adults
- ✓ **Children's** Products (3 to 14 years)
- ✓ **Architecture, Interior and Decoration** Products including Tableware Products
- ✓ **Packaging** Products
- ✓ **Electrical and Electronic** Equipment



ADVANCED CRYSTAL meets the highest quality criteria **“Ultra Clear”** according to the ISO IWA08 classification of crystal glass.



ADVANCED CRYSTAL – like all SWAROVSKI ELEMENTS products – stands for **uniform and reliable quality** of the highest degree: unparalleled brilliance, dazzling depth of color, and technical precision.

\* The Fraunhofer Institute ISC has confirmed that the tested samples of Swarovski fulfill all optical and visual characteristics of the highest classification according to the European Crystal Directive, as well as the highest class (“Ultra Clear”) according to ISO IWA08. The tested samples contained none of the substances usually used in full lead crystal to ensure a high refractive index, such as lead or barium, and comply with the patent registered by Swarovski, EP 1725 502.

\*\* Status as of August 2010; Please note: Individual states in the U.S. may impose labeling requirements regarding lead and other substances used in consumer products even if the product complies with the federal CPSIA lead limit.

\*\*\* Please refer to the current SWAROVSKI ELEMENTS Collection or visit [WWW.SWAROVSKI-ELEMENTS.COM/BUSINESS](http://WWW.SWAROVSKI-ELEMENTS.COM/BUSINESS) for detailed information on norms, laws, regulations, non-compliant products and additional country specific legislation. (Does not apply to toys, equipment and other products for use by a child in learning or play in Canada. Other requirements may apply depending on the type of finished product in which ADVANCED CRYSTAL is incorporated. For example, products distributed in the U.S. intended for children from 3 to 6 years of age must comply with the choking hazard warning requirements described in 16 CFR Part 1500.19, and all toys distributed in the U.S. must comply with the requirements of ASTM F963-08. Furthermore, tableware in the U.S. is subject to lead limits in accordance with the FDA Food Code and corresponding state codes and is subject to Directive EC/84/500 in the European Union).

## CRYSTAL OF THE *highest quality*

Beauty, as the saying goes, is in the eye of the beholder. The incomparably precisely cut crystal of SWAROVSKI ELEMENTS conveys beauty in all its diverse forms. Above and beyond subjective perception, the **quality** and value **of crystal can be determined by objective criteria** and independently of the material of which it is composed. Just as the value of a diamond is graded on the basis of the “4 C’s”, the value of a crystal is determined by the “**5 C’s**”:



**Cut.** Only cutting of the utmost precision is capable of lending crystal exceptional brilliance. Exact faceting is required to wholly achieve the prismatic effect of the crystal and bring out its full beauty. The more precisely the crystal is cut, the greater its brilliance.



**Clarity.** Crystal only has purity and clarity to the extent that it is free of inclusions such as cloudy spots, streaks, and bubbles. This requires purest raw material and processing techniques that are carried out flawlessly.



**Color.** Perfect crystal is also characterized by color intensity and color fidelity, independent of size and cut. If a crystal reflects light particularly well and disperses all its spectral colors, it will give rise to a fiery play of color in both the crystal and the immediate environment.



**Contour.** A minimum of tolerances in manufacturing gives rise to perfectly shaped crystal, which in turn ensures perfect processing.



**Care.** Sustainability concerning the selection and composition of ingredients, responsible production, and conscientious handling of legislation, customers and the environment are essential values in modern crystal production.

Swarovski is continually streamlining and developing each one of these five quality criteria and thus meets the highest standards with utmost precision, resulting in unrivalled brilliance.

## SWAROVSKI STANDS FOR *sustainability*

Those who choose Swarovski crystal choose not only crystal of the highest standard, but also environmental protection and sustainable development.

Swarovski is the world’s leading producer of cut crystal for both the jewelry and fashion industries and the worlds of lighting and interior design. Since its foundation in 1895, sustainable strategies and initiatives are core competencies of the Austrian family company. For Swarovski, treating customers and employees in a socially responsible manner is as fundamental a priority as the efficient and intelligent selection and use of resources.

The forward-looking and respectful policies of Daniel Swarovski, the founder of the company, were way ahead of their times. This advantage has only increased over time – which Swarovski’s position as the only member of the UN Global Compact from the crystal industry to have made a public commitment clearly demonstrates.





SWAROVSKI ELEMENTS –  
*A partner YOU CAN rely on*

SWAROVSKI ELEMENTS is a reliable partner that provides its customers with the finest crystal elements. ADVANCED CRYSTAL represents an expansion of the SWAROVSKI ELEMENTS portfolio and reflects the company's sense of responsibility to customers and consumers. The patented crystal recipe satisfies the most stringent applicable legal requirements and safety standards and can thus be used in products for children, electronic devices, packaging, and more.

The majority of SWAROVSKI ELEMENTS products already meet the standard of ADVANCED CRYSTAL. A broad range of products is already available, and is now gradually being transitioned in its entirety. Your sales representative will gladly provide further information on both the next generation of crystal, ADVANCED CRYSTAL, and currently available products, and of course will also be happy to assist you with ordering.

MADE WITH  
**SWAROVSKI**  
ELEMENTS

Benefit from our exclusive  
Ingredient branding program



[WWW.SWAROVSKI-ELEMENTS.COM/BUSINESS](http://WWW.SWAROVSKI-ELEMENTS.COM/BUSINESS)

*“evolution* NEVER CEASES. *reforms* IN ONE AREA LEAD TO FURTHER REFORMS IN OTHER AREAS. ONE MUST, HOWEVER, ALWAYS *be alert* TO THE *opportunities.*”

Daniel Swarovski