

Press Release

## **Fluid Forms Unveils New Website and Launches Customized Belt Buckles Based on QR-Codes**

### **Cutting-Edge Technology Unites Visionary Consumers with Professional Designers Committed to Functionality**

**Graz, Austria, 27<sup>th</sup> May 2009** – Armed with a newly designed Website and budding QR product line, Fluid Forms is rapidly securing its position as a global leader in the design-it-yourself market. Marking the introduction of the QR-Series is the QR Belt Buckle, with QR Ring and other unique products in the works. The company's state-of-the-art platform encourages consumers to fuse the essence of their personality, with just a few mouse clicks, into unique products and gifts. Fluid Forms' skilled designers facilitate the creative process with their online design-tools whilst preserving the aesthetics and performance of each item.

In conjunction with the celebrated re-launch of [www.fluid-forms.com](http://www.fluid-forms.com), the company is excited to report its QR-Series product line remains on track for steady growth and currently includes the QR Belt Buckle, made of the high-tech material Corian® (EUR 75.00) or metal (EUR 30.00). First popularized in the tech-savvy streets of Japan in 1994, Quick-Response (QR) Codes – often described as a two-dimensional Bar Code – are used for mobile tagging, allowing users to quickly decode information with the click of a quality camera phone. With QR-Codes, co-creators now have the power to solidify the connection between virtual and real. By utilizing the world's first design tool, which captures the encoded information they create visually eclectic products via progressive laser-cutting technology.

“QR products are perfectly closing the gap between digital information representation and real-world design products,” said Stephen Williams, company co-founder and CTO. Fluid Forms also will maintain nurturing product development and focusing marketing efforts on the company's most popular products, including the Cassius Lamp, Earth Clock, Serene Tealight Holder and best-selling Earth Bowl.

“The Earth Bowl is very popular, and many customers asked us to develop design-your-own furniture,” said co-founder and CEO Hannes Walter, “so we also decided to launch the Earth Table.” Earth Table is currently offered for EUR 1.834.

### **About Fluid Forms**

Founded in 2005, the design-label Fluid Forms continues to revolutionize the global marketplace for customized and emotionally appealing products, connecting creative-minded consumers with professional designers. User-friendly software and the inimitable [www.fluid-forms.com](http://www.fluid-forms.com) platform enable inspired individuals to integrate their personal touches into unique objects while product engineers ensure creativity coalesces with unparalleled performance.

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