

Press Release

Design yourself unique silver jewelry with a click of your mouse: Earth Pendants and Earth Cufflinks from Fluid Forms

On www.fluid-forms.com users turn into designers of their own products. With the launch of the new custom silver pendants and cufflinks the website of Fluid Forms increasingly becomes a unique shopping-platform for extraordinary and customizable gifts.

Graz, Austria, 15th October 2009 – The Austrian Mass Customization specialist Fluid Forms launches the Earth Pendant Silver and the Earth Cufflinks Silver, two pieces of jewelry prosumers personalize online. “Visitors of our webshop create their very own designer-products like landscape-bowls, coffee-tables, lampshades and now silver pendants and cufflinks without the need for any specialized knowledge. It takes us about two weeks to produce the unique item and deliver it worldwide to the customer”, describes Hannes Walter, CEO, the exceptional business model.

The two new pieces of jewelry amplify the successful Earth product-series: “Similar to other Earth products our customers choose a desired landscape on an interactive map to design their unique pendants and cufflinks. Then we cast the 3d-preview with fascinating detail in 925 silver.”

The vast majority of www.fluid-forms.com visitors are looking for individual gifts, says Stephen Williams, CTO: “Our customers are fascinated by the idea of giving someone's hometown, the favorite bay of the first vacation spent together or the place where they asked their spouse to marry them as a special gift. On our website they create emotionally engaging products.”

Mass Customization* – A Trendsetting Business Model

Behind Fluid Forms' ingenious business idea is a production-concept known as Mass Customization*. In the process the merger of high-end information technology and cutting-edge manufacturing methods make individual customization at competitive prices possible.

Walter guarantees that creating ones own individual products has never been easier: "Our designer's software guides our customers through the whole process of creation and makes sure that the aesthetic essence of each customized piece always remains intact. Once the customers are finished we manufacture the cufflinks and the pendants with a combination of 3d-printing and silver casting."

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 platform enable inspired individuals to integrate their personal touches into unique objects such as tables, lampshades, jewelry or kitchen-accessories while product engineers ensure creativity coalesces with unparalleled performance.

For inquiries and photos in print quality:

<http://www.fluid-forms.com/newsroom>

Andreas Jaritz
Fluidforms Walter & Williams OG
Josefigasse 1
A-8020 Graz
AUSTRIA

t: +43 316 890 203

f: +43 316 890 203 15

m: +43 650 41 660 82

e: press@fluid-forms.com

h: <http://www.fluid-forms.com>

b: <http://www.fluid-forms.com/blog>

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*read more about Mass Customization here: http://en.wikipedia.org/wiki/Mass_customization