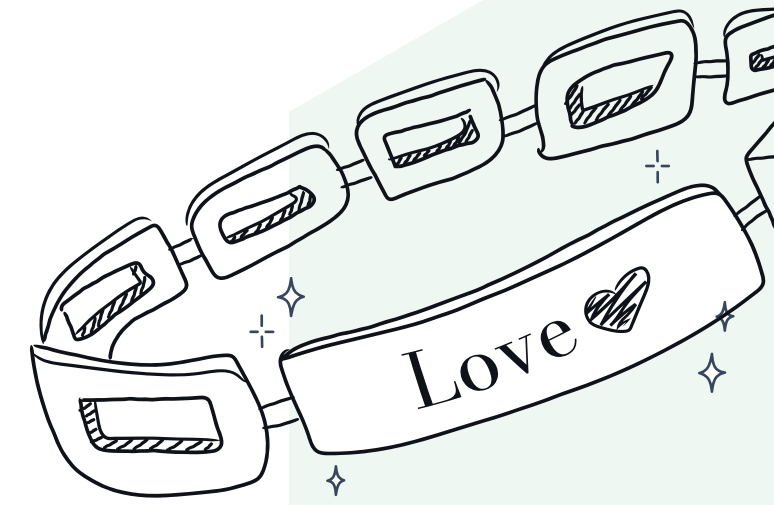


# THE 6 ADVANTAGES OF PERSONALIZED ENGRAVING FOR YOUR STORE

Jewelry, perfumes, cosmetics, gifts... all objects can be personalized for your customers! Here are 6 reasons why you should start using personalized engraving in e-commerce or in your store.



## Create a unique experience

- Let your customers make products their own and personalize them to their liking!
- In the store, you create a **unique experience** by letting the customer witness the engraving of the object.

## Strengthen customer relations

- Satisfying your customers is the first step towards their **loyalty** : they will come back and will not hesitate to recommend you to others.
- Personalization adds value to your products and services and creates an **unforgettable moment** for your customers.

ENGRAVING CORNER



## Propose a tailor-made offer

- The versatility of Gravotech machines allows you to **diversify your business** and expand your offerings.
- Thanks to **online previews**, users can choose their object and specify what they want to engrave on it (text, illustration, photo...).

## Differentiate yourself from the competition

Personalized engraving is a great way to **stand out** : your customers share your unique products and promote you on their networks and to their friends.

## Strengthen your image and unite your customers

By customizing your products, you can offer **original and unlimited options** that reflect your brand's image.



## Benefit from a new source of income

By offering different variations of text and images on a common item, you can **attract a wider audience** and increase your customers' average shopping cart!

## Are you interested in personalized engraving?

Gravotech accompanies you in the choice of your machine, its deployment and its use, until your complete autonomy!

