

COMPARISON
SWAROVSKI STRASS®
VS. SPECTRA®
LIGHTING ASSORTMENT



COMPARISON

SWAROVSKI STRASS® LIGHTING ASSORTMENT VS. SPECTRA® CRYSTAL

SWAROVSKI

- Swarovski is the premium brand for the highest quality loose cut crystals available on the market.
- Swarovski offer a vast assortment of shapes, colors, and effects.
- The SWAROVSKI STRASS® assortment is constantly broadened by innovations based on extensive trend research.
- The patented, lead-free* ADVANCED CRYSTAL formula is a sustainable choice, offering superior brilliance and light reflection.**



- Spectra offers a basic assortment of traditional shapes.
- Spectra offers above-average results regarding light reflection and brilliance while still delivering excellent value for money.
- Spectra is the perfect choice for the price-conscious consumer.

* Crystal glass and all other materials containing 0.009 % lead or less; patented in the US and 16 European countries.

** Please note: the SWAROVSKI ELEMENTS lighting assortment is currently changing over to the ADVANCED CRYSTAL standard.

COMPARISON

SWAROVSKI STRASS® LIGHTING ASSORTMENT VS. SPECTRA® CRYSTAL

SWAROVSKI



Premium line
Premium segment, with corresponding quality
Laser-engraved signature
Certificate of Authenticity*
Over 500 products, large selection of colors & effects
Outstanding quality control
Advanced Crystal
Customization on request

Value line
Mid-price segment, with corresponding quality
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—
64 standard articles in clear crystal only
Reliable Swarovski quality
Lead-free crystal
Basic assortment with project business service

* Clear crystal 12 mm and above, colored crystal 18 mm and above. No signature with the colors Bordeaux, Jet, Emerald and Arctic White.



SWAROVSKI STRASS® ASSORTMENT

A PRODUCT FAMILY NAME FOR THE SWAROVSKI PREMIUM LIGHTING ASSORTMENT.

- SWAROVSKI STRASS® is the premium crystal lighting line by Swarovski.
- STRASS® is still a very well established name within the lighting industry, standing for highest SWAROVSKI quality and reliability.
- STRASS® serves to identify products from SWAROVSKI's premium lighting assortment while remaining within the SWAROVSKI brand.
- STRASS® is still a registered trademark of SWAROVSKI AG. However, it will not be used as a stand-alone product brand - it will be used as a product family description under the SWAROVSKI brand.

Examples:

SWAROVSKI STRASS® lighting assortment

SWAROVSKI STRASS® Ball



SWAROVSKI STRASS® ASSORTMENT

TOP OF THE RANGE

- Vibrant assortment
- Customized products available on request
- Over 500 articles featuring superior glass volume
- A broad range of unique and complex cuts
- Each and every crystal is carefully quality-checked to the very highest standard

Annual product launches and Designer Editions ensure a vast and varied range of design possibilities.

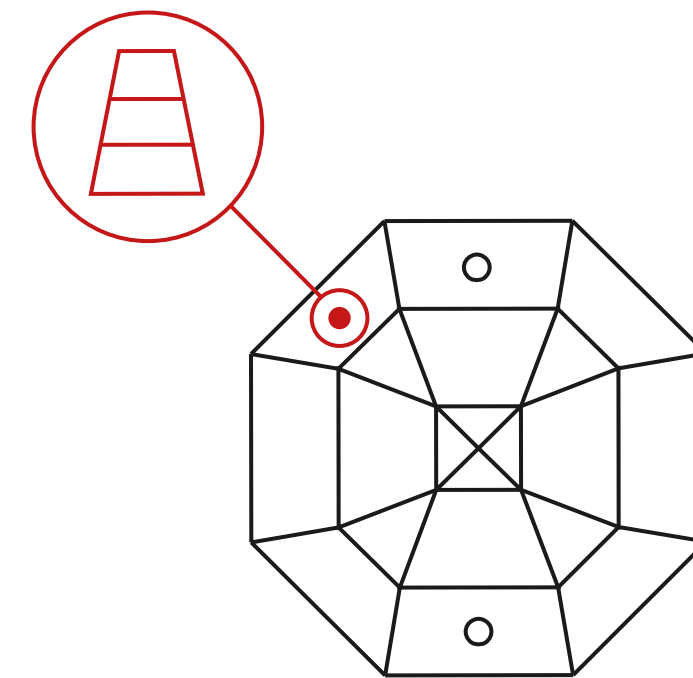
All articles are made according to the market-leading, patented **ADVANCED CRYSTAL** standard, and come with a Certificate of Authenticity. As a guarantee of their quality, **SWAROVSKI STRASS®** components carry the permanent, laser-engraved Quality Signature.



SWAROVSKI STRASS® ASSORTMENT

CERTIFICATE OF AUTHENTICITY

To provide the assurance of original quality, SWAROVSKI STRASS® components carry a permanent laser-engraved Quality Signature*. Thus, Swarovski crystals can easily be identified.



* SWAROVSKI STRASS® lighting assortment only. Clear crystal 12 mm and above, colored crystal 18 mm and above.
No signature with the colors Bordeaux, Jet, Emerald and Arctic White.



SWAROVSKI STRASS® ASSORTMENT

ADVANCED CRYSTAL – DEFINING CRYSTAL EXCELLENCE

Advanced Crystal is a pioneering, lead-free* crystal formula that stands for uniform and reliable quality of highest degree:

- Unparalleled brilliance
- Dazzling depth of color
- Technical precision.

Advanced Crystal is entirely made of carefully selected raw materials in outstanding purity, in order to reach its excellent quality standard. So it is a perfect and sustainable alternative to full lead crystal.

Technical measures confirm that Advanced Crystal combines perfect light distribution with the highest luminosity and color intensity to form a crystal with infinite brilliance – characteristics that make Swarovski the benchmark within the industry.

* Crystal glass and all other materials containing 0.009 % lead or less.



SWAROVSKI STRASS® ASSORTMENT

ADVANCED CRYSTAL – THE LEAD-FREE* CRYSTAL FORMULA

- Advanced Crystal meets the highest quality criteria “Ultra Clear” according to the ISO IWA08 classification of crystal glass.
- Advanced crystal fulfills all optical and visual characteristics of the highest classification according to the European Crystal Directive.
- The renowned institute Fraunhofer ISC tested and confirmed the unique brilliance and sustainable composition of the crystal blend of Advanced Crystal.**

* Crystal glass and all other materials containing 0.009 % lead or less.

** Advanced Crystal fulfills all optical and visual criteria of full lead crystal (category 1) according to the European Crystal Directive 69-493-EEC. Advanced Crystal also fulfills the highest class “Ultra Clear” according to the standard ISO IWA08. This was confirmed by Fraunhofer ISC.



SPECTRA® CRYSTAL

RELIABLE CRYSTAL QUALITY BY SWAROVSKI

SPECTRA® CRYSTAL offers a basic assortment of timeless crystal with reliable quality and is therefore the perfect option for price-conscious consumers.

SPECTRA® CRYSTAL is...

...the best mid-range crystal on the market with an excellent price-performance ratio,

...made from carefully selected raw materials,

...designed & engineered in Austria

This controlled manufacturing process with its rigorous final quality checks ensures reliable quality at a reasonable price. Chandeliers trimmed with SPECTRA® crystals are a sound investment and the perfect option for priceconscious consumers.