

A FASCINATION WITH THE PERFECT TECHNIQUE AND INNOVATIVE PRODUCTS

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To keep up with the competition, goldsmiths and jewelers are increasingly being required to keep up-to-date with the latest technological developments in machinery and tools. New processes and products make everyday work easier. Innovation helps to save valuable time, benefiting the sales and consultation process. Well-stocked workshops can also offer additional services, enabling them to gain new customers and retain their customers in the long term. The number of cycles of new developments has increased sharply. High-tech devices, until recently reserved for industrial use, are now available as smaller cost-effective versions for use in workshops and studios. This provides designers with new opportunities, from the design stage through to producing prototypes, unique items or small series. Goldsmiths are finding it increasingly difficult to find their bearings and distinguish the necessary from the superfluous. The following selection of innovative products, compiled by the A+D team, should help with this problem.

A combination of craftsmanship and high-tech

The Alexa company designs and develops new jewelry concepts and collections. These specialists refer back to the usual traditional techniques of goldsmithing as well as using the latest processes in product design such as the 2-D or 3-D CAD design and 3-D CNC milling for producing models and prototypes in metal or wax. Traditional craftsmanship is perfectly combined with the latest computer techniques. The quality management is based on European standards. The results are typical of German high class workmanship. Alexa makes visions of jewelry creation a reality.

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