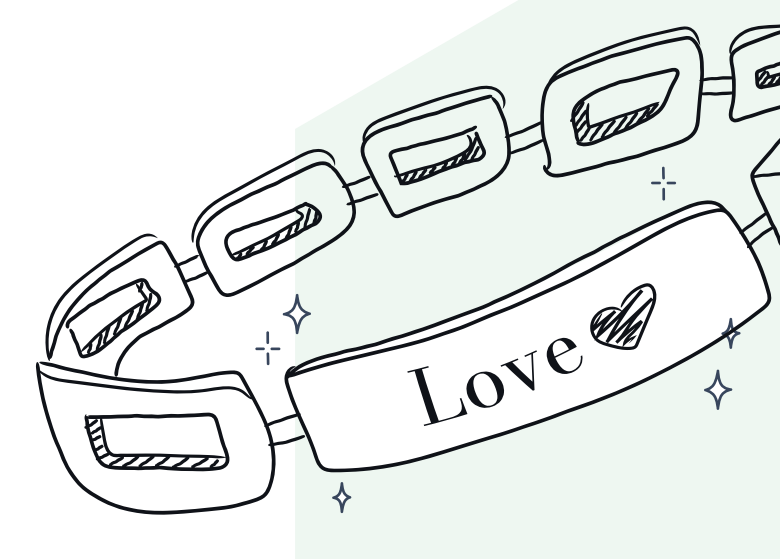


THE 6 ADVANTAGES OF PERSONALISED ENGRAVING FOR YOUR STORE

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



Create a unique in-store customer experience

- Let your customers make products their own and personalise them to their liking!
- Retail personalisation 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.
- Personalisation 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 engraving 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

Personalised 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 customising 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 personalised engraving?

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

