



COMMUNICATION

On line

The website is able to transmit the production philosophy as well as the authentic character of the company, thanks to an accurate mix of text and images, where enough space is left to discover the values on which Karizia's business philosophy is based. Even through the use of videos. Karizia refreshes its own ability of communication with the exterior world, by creating a space to share the daily reality of collaboration and interaction, as shows the route taken with Sliding Adjuster. The company's website provides a link to get immediate access to the website with information about that product.

COMPANY

La Dea bendata

Karizia's new brand

La Dea Bendata is the name of Karizia's new brand. A brand that pays tribute to what is Karizia's symbol of the company: the image of a woman with her eyes closed.

La Dea Bendata® is a contemporary image of the ancient divinity called Fortune by the Romans and Kairòs by the Greek. When Carlo, Giorgio and Luigi founded the company in 1987 they didn't have any doubt about what should be the image of the company. The choice was easy, partly due to the strong personal bond of affection in the past (the blindfolded goddess icon is represented on a small medal that was a gift for their baptism) but most of all due to the good auspicious that accompany it. But what is the story of the blindfolded goddess icon? For that, we need to go back to the Greek Mythology and remember that Kairòs, the divinity of the

favourable occasion to seize upon, was represented as a young man with a thick forelock. A forelock to catch in midair because when Fortune shows up one needs to grab her. The divinity of the Roman world changed its name and its meaning. It became the goddess of Fortune and various temples were dedicated to her. Fertility and the possibility of success regarding the challenges of life are dedicated to her worship. But her intervention didn't correspond with the merits and the virtues of people. She was blind and as we still say today: she ignored justice and needs and she was often the cause of envy. The most popular images of Fortune of that time, are the ones that represent her with closed eyes and in a lots of images she is blindfolded. Studies hypothesize that the blindfold is just a graphic evolution of Kairòs's forelock that covered the eyes of divinity. Apart from the symbolic play, the conception of fortune is less fatalistic in the company's philosophy: we create the biggest part of our destiny as the results that Karizia's team have reached in these years show.



SOCIETY

Safety comes first

Karizia possesses the international certificate C-TPAT for the exchanges with the U.S.A.

Karizia has also gotten the certificate **C-TPAT** (CUSTOMS TRADE PARTNERSHIP AGAINST TERRORISM). This concerns a programme of partnership between the company and the American customs, aimed at the protection regarding acts of terrorism. It applies to all merchandise that is shipped to the U.S.A. All companies that would like to get certified need to respond to strict fulfillments. During the creation of their products, they need to apply procedures of surveillance that prevent the inserting of explosives or intoxicating substances in the packages that contain merchandise. **C-TPAT** also provides guidelines as well as a wide range of requirements that need to be fulfilled by the companies that like to comply with the programme and obtain the certification. In order to get the **C-TPAT** certificate, Karizia has undergone severe analysis of the safety system and all active and passive defenses of the head office, showing the fact that all safety criteria are being complied



with, which guarantees the safety necessary for transportation, cargo movement and stocking the merchandise in the warehouse as expected by the chain of suppliers. Nowadays there are more and more American purchasers that request their own commercial partners to register with **C-TPAT**; and however there is nothing obligatory in this American system of control, it is obvious that if a company isn't able to comply with

the safety standards in force, it could run the risk that its counterparty chooses another supplier. It is obvious that this doesn't apply to Karizia, because it's always very attentive and up-to-date regarding safety of its own production and export processes and therefore it positions itself in the market as a certified supplier regarding.

BUSINESS

Silver and gold at a historical peak

Because of the weak position of the Dollar, gold and silver are rising strongly, with records that have never been reached in the past. The fall of the Dollar has made the price of silver go up to the highest in the past 30 years. And there are also some factors that make believe that in the next years the price of silver will be like the price of gold. The difference with the gold price is that silver is more used and not only in the jewellery shop but also in industrial and

electronic applications (thanks to its excellent reflective and conductive ability), in photography and other processes of natural chemistry. As this metal is very versatile, it is certainly at the base of being highly requested and, in this particular storical moment where the sector's industry is constrained to produce articles that are not exclusively gold but of a 'yellow' material matched with other metals (silver, steel, copper) in order to maintain affordable price levels for the public, the borders of silver are starting to delimitate, which could be an attractive and perfect alternative for financial investment.



ENVIRONMENT

An ecological choice at the top

The attention that Karizia pays to guardianship and protection of the environment is a fundamental value of the company that has decided to direct itself toward the use of photovoltaic panels as a primary source for its energy needs.

Karizia will install photovoltaic panels that are able to generate electric energy on the entire roof, based on the photovoltaic effect of the semiconductor materials. Karizia has chosen to entrust itself with a leading company of sustainable energy, a company that is recognized on an international level regarding advanced photovoltaic panels. This partner is called Schott Solar and for 125 years they have been a supplier of energy with a low damaging effect on the environment. It's been confirmed to be a company that produces photovoltaic modules with the highest level of power stability (more than 90%). A result that is absolutely surprising and underlines the high quality standards of this company. Karizia's choice to



entrust Schott Solar reflects an entrepreneurial philosophy that is projected towards the identification of 'allies', of which the know-how has been built up in years of experience, which guarantees excellent results and professional choices that lead to success. In fact, the photovoltaic modules of Schott Solar are exclusively realized with high quality products, that are constantly being checked to

meet strict requirements; they are created to provide high energy efficiency but with no need for elaborate maintenance because the material of which they are made of will not wear out. Once again Karizia shows itself as a company that is capable of renovation by choosing innovative technology that respects the protection of the environment that surrounds us.

EVENTI

From Italy to Hong Kong with a stop in Las Vegas

You are very welcome to come and visit us at the most important events in the sector.

Karizia's agenda for the year 2011 is full of appointments to attend Trade Fairs of international resonance, events in the sector that provide possibilities to compare and update, which is very important for a company that is used to always meet the needs of the continuous changes of the market. In Italy Karizia will inevitably attend Vicenzaoro **First from the 15th to the 20th of January 2011**, a space that is entirely dedicated to the trends of the new collections Made in Italy. From the **4th to the 8th of March 2011** Karizia will go to Hong Kong to attend the **Hong Kong International Jewellery Show**, a Trade Fair visited by buyers from all over the world and therefore the most important global event in the jewellery sector. Karizia continues in Spring with the 32nd edition of **Oroarezzo** that from the **9th to the 12th of April 2011** will host protagonists of the Italian goldsmith production together

with international exhibitors, which will provide days of true jewellery celebrations. From the **21st to the 25th of May** Karizia will be the protagonist of **Charm Vicenzaoro**, which is typically more fashion directed and oriented towards the contamination between various styles while aimed at consumers with a more evolved taste. Finally, Karizia will attend the **Jck Show in Las Vegas from the 3rd to the 6th of June 2011**, where it will participate at the 20th edition of the most important American Trade Fair in the jewellery as well as precious metals sector.



HONG KONG INTERNATIONAL JEWELLERY SHOW



DESIGN



STILL USING REGULAR CHAINS?

Sliding Adjuster® presents *"The Original Plus"* an innovative system for pendant chains that contains a sliding sphere and a clasp in one piece

This year's novelty is *"The Original Plus"*, a chain with the clasp directly attached to the sliding sphere which rotates on the sphere itself. This system allows a minor force on the chain avoiding potential twisting of the chain. It can also be used on hollow chains, that usually are more delicate, without damaging them. As from 2011 for the first time Sliding Adjuster® expands its range with a line of hollow chains. *"The Plus"* enters a family that's already



known for its Slidings: **The Original, The Evolution and The Glam.**

A noteworthy advantage of the Sliding Adjuster® system, and not only for the final client, is that the length of the chain can be changed and therefore it's a product that can be personalized in many ways. But above all, there are a lot of advantages for the vendor too:

- the possibility to reduce the warehouse and therefore expose oneself less in this fase of the market where the price of gold is at a highest record;

- the big adaptability of the product that can meet the demands of various requests from different type of clients;

- an innovative and high level service is offered to the clients.

All this thanks to the collaboration with Karizia that has supported the research and study of technological products of amazing innovation and that continues with great enthusiasm to always be at the top of a market that is in continuous change.