

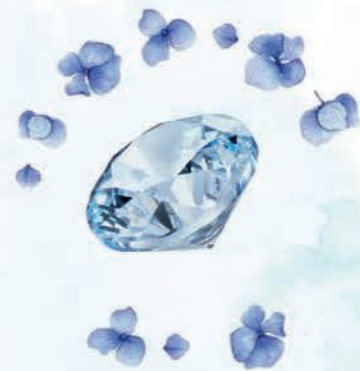
MATERIA

BOHEMICA

Brilliant
in Blue

FINE JEWELRY
INNOVATIONS 2024

PRECIOSA





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SHINE RESPONSIBLY

Origin matters.

PRECIOSA EXPANDS
PCT PALETTE WITH

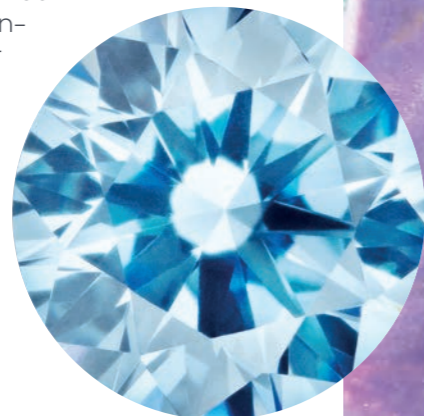
Exciting New Blue Shades

Preciosa's **Permanent Color Treatment (PCT)** technology brings exciting new possibilities to contemporary fine jewelry making. Developed with the latest advancements in material science, this innovative process applies a **uniform, permanent color layer** across the stone's pavilion, durable enough to withstand even cast-in-place production techniques.

Following the successful debut of five pink PCT shades last year, Preciosa's research and development team has continued to refine this technology, with a keen focus on expanding the color range of Preciosa® Cubic Zirconia. The process hinges on the precise application of nano-layers, resulting in unmatched durability, consistent color saturation, and brilliance. Now, in response to customer demand, Preciosa is delighted to unveil the latest addition to our fine jewelry stones portfolio: three exclusive blue PCT shades.

"The development process commenced in 2020 and required approximately 18 months of intensive research," explains Vojtěch Jančar, a Preciosa research and development specialist. "The primary challenges included the rigorous testing phase for each color variation, which involved producing experimental stones and testing for color endurance. Sourcing the necessary raw materials also proved complex, with successful production only achieved after multiple trials."

With the addition of these new blue shades, Preciosa underscores its commitment to innovation in fine jewelry stones, further empowering designers with expanded creative possibilities. Through our exclusive **PCT technology**, Preciosa continues to establish itself as a leader in jewelry material advancement, meeting the evolving needs of luxury jewelry designers around the world.



Did you know?

Exceptional Durability & Versatility:

Preciosa's permanent color-treated cubic zirconia stones offer high heat resistance, engineered to endure cast-in-place production and ultrasonic cleaning with ease.

Exclusive Colors:

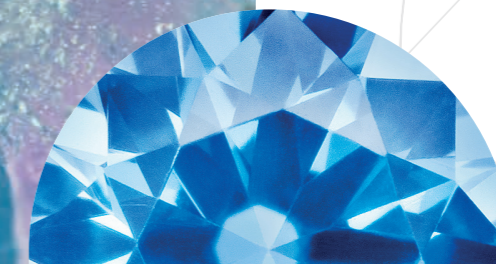
Preciosa's PCT technology ensures these distinctive color options are exclusively available from Preciosa.

Consistent Vibrancy & Uniformity:

Our nano-layer application process ensures each stone maintains impeccable color saturation and brilliance across all cuts and sizes, offering dependable quality in every stone.

Sustainable, Eco-Friendly Production:

Crafted in the Czech Republic under rigorous EU environmental standards, Preciosa® Cubic Zirconia stones are produced with eco-conscious methods designed to minimize environmental impact.



COLOR FORECAST

Blue Horizon

Calm, confident, captivating.

Blue continues to be a key color direction, but this season it's the soft, serene, and airy tones that shine. The subtle and tranquil essence of blue brings a sense of calm, offering transseasonal flexibility and adaptability across various product and fashion categories, including fine jewelry.

Electric Indigo | Blue Lagoon | Glacier Blue | Blue Aura | Ice Blue





Brilliant in Blue

Beautifully presented in a five-piece jewelry collection crafted by Emerald, India's leading fine jewelry producer, Preciosa's vibrant new PCT shades for cubic zirconia shine in a captivating blend of European design and Indian artistry.

Photographed by
Petr Karšulin





CUBIC ZIRCONIA
New PCT Colors



Azure Blue



Baby Blue



Powder Blue

CUTS
Round & Fancy



"The Alpha" Round



Marquise Diamond



Oval Diamond



Baguette Princess



Pear Diamond



Square Princess



Heart



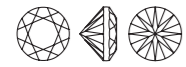


Preciosa PCT Cubic Zirconia

Preciosa's Permanent Color Treatment (PCT) technology opens up a range of exciting new possibilities in the coloration and durability of cubic zirconia. Developed according to the latest discoveries in material science, our innovative color application process creates a uniform, permanent colored layer across the stone's pavilion. Preciosa's permanent color-treated cubic zirconia are able to sustain cast-in-place production techniques and cleaning processes such as ultrasounds, magnetic pins and acid baths.

Round Cuts

"The Alpha" Round



ART. 483 11 490
0.70 – 1.40 mm

PCT COLORS

	0.70	0.80	0.90	1.00	1.10	1.20	1.25	1.30	1.40
Deep Pink 37502	●	●	●	●	●	●	●	●	●
Strawberry Sorbet 37402	●	●	●	●	●	●	●	●	●
Rose 37302	●	●	●	●	●	●	●	●	●
Powder Pink 37202	●	●	●	●	●	●	●	●	●
Pale Rose 37102	●	●	●	●	●	●	●	●	●
Azure Blue 33302	●	●	●	●	●	●	●	●	●
Baby Blue 33202	●	●	●	●	●	●	●	●	●
Powder Blue 33102	●	●	●	●	●	●	●	●	●

KEY:

- Standard portfolio item
- Minimum order quantity required
- Innovation
- Innovation, minimum order quantity required

"The Alpha" Round



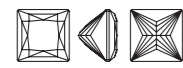
ART. 483 11 561
1.50 – 8.00 mm

PCT COLORS

	1.50	1.60	1.70	1.75	1.80	1.90	2.00	2.10	2.20	2.25	2.30	2.40	2.50	2.60	2.70	2.75	2.80	2.90	3.00	
Deep Pink 37502	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Strawberry Sorbet 37402	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Rose 37302	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Powder Pink 37202	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Pale Rose 37102	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Azure Blue 33302	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Baby Blue 33202	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Powder Blue 33102	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●

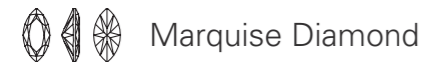
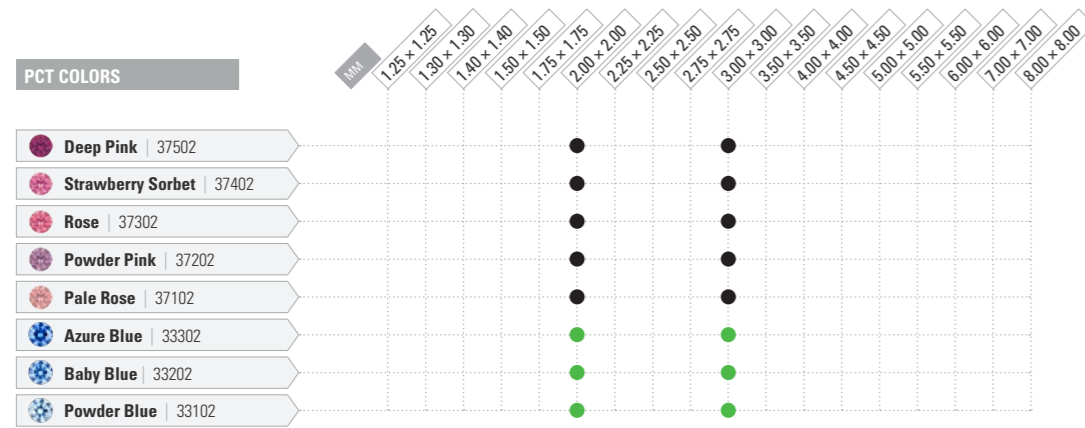


Fancy Cuts



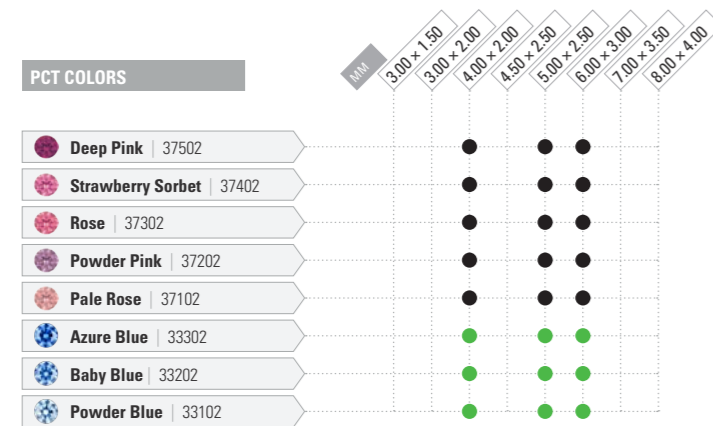
Square Princess

Cubic Zirconia | ART. 483 23 451
1.25 x 1.25 – 8.00 x 8.00 mm



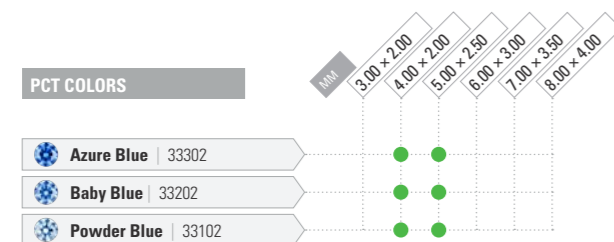
Marquise Diamond

Cubic Zirconia | ART. 483 14 441
3.00 x 1.50 – 8.00 x 4.00 mm

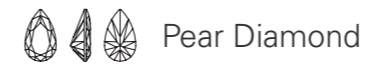


Baguette Princess

Cubic Zirconia | ART. 483 26 331
3.00 x 2.00 – 8.00 x 4.00 mm

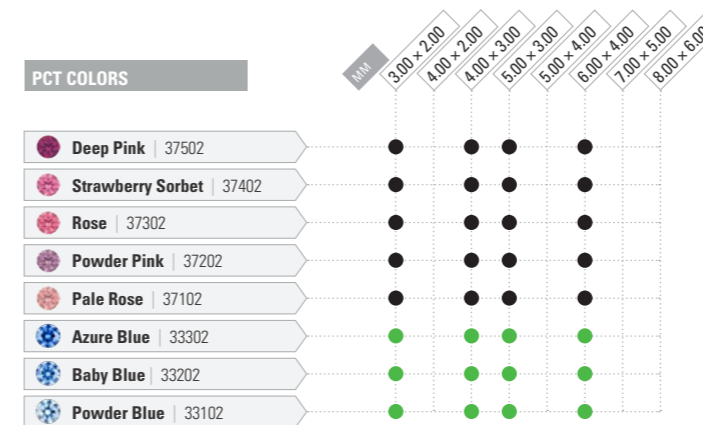


KEY:
 ● Standard portfolio item
 ○ Minimum order quantity required
 ● Innovation
 ○ Innovation, minimum order quantity required



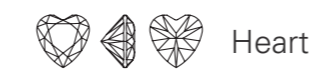
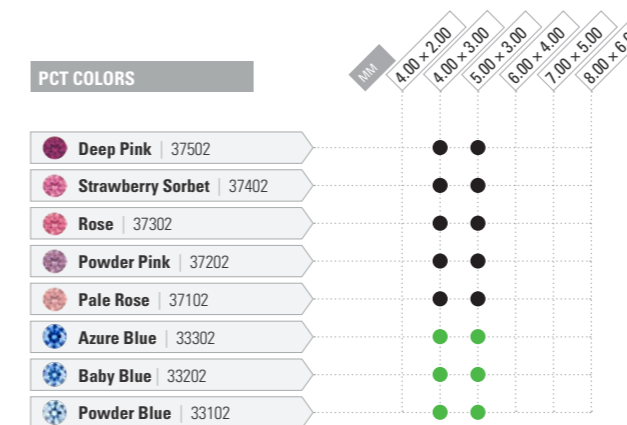
Pear Diamond

Cubic Zirconia | ART. 483 15 501
3.00 x 2.00 – 8.00 x 6.00 mm



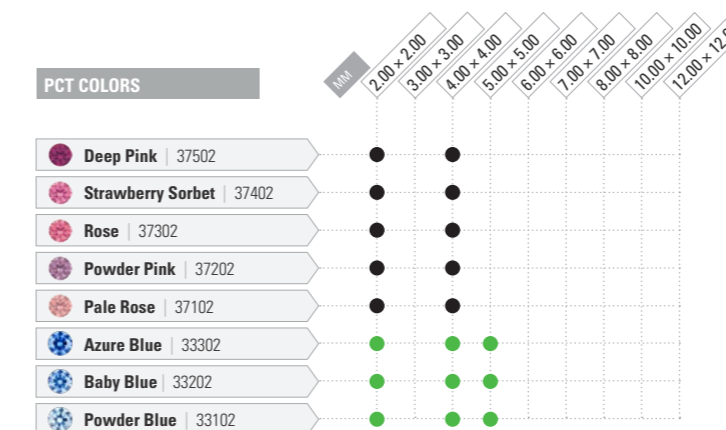
Oval Diamond

Cubic Zirconia | ART. 483 12 571
4.00 x 2.00 – 8.00 x 6.00 mm



Heart

Cubic Zirconia | ART. 483 18 471
2.00 x 2.00 – 12.00 x 12.00 mm



QUALITY GUARANTEE

Origin matters.

Embodying our Bohemian heritage, each Preciosa product is proudly cut and polished in the Czech Republic. This guarantees uncompromising high quality standards synonymous with Preciosa products.

Preciosa strictly adheres to a comprehensive program of environmentally responsible business practices and manufacturing procedures that comply with all major EU standards and worldwide industry legislation.

Preciosa's created and genuine fine jewelry stones meet the following certifications:

ASTM F2923

Standard Specification for Consumer Product Safety for Children's Jewelry

CPSIA

Consumer Product Safety Improvement Act

REACH

Registration, Evaluation, Authorization and Restriction of Chemical Substances

ASTM F963

Standard Consumer Safety Specification for Toy Safety

Safety of Toys

Heavy metal migration limits according to Directive 2009/48/EC

RoHS

Restriction on Use of Hazardous Substances

OEKO-TEX Standard 100

Product Class II

CPSC 16 CFR 1303

Lead in surface coating



The Preciosa Group

A global leader in luxury goods manufactured from crystal, the Preciosa Group stands upon centuries of glassmaking tradition and innovation. From the world's smallest faceted flatback stone to our cutting-edge, bespoke lighting installations, Preciosa looks to our own unique heritage to draw inspiration for the future of responsibly crafted Bohemian crystal. Together, the Group operates regional offices across Europe, North America and Asia and melts 40 tons of glass every day.

Preciosa Components Trading
and Representative Offices

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Czech Republic

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United Arab Emirates

Guangzhou

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No. 138, Tiyu Road East, Tianhe
510000 Guangzhou, Guangdong Province
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Unit 2306-2307, Enterprise Square 2
3 Sheung Yuet Rd, Kowloon Bay
Hong Kong S.A.R.,
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Wen Tang Industrial Zone, Dongcheng
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China

Yiwu

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322000 Yiwu, Zhejiang Province
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Seoul

Rom No. 921, New Hainam Bldg. 64
Sejong-daero, Jung-gu
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South Korea

Bohemian *crafted* since 1548



