

Why Use Crystal?

Crystal is just one of many substrates that can be used to create a meaningful and lasting recognition award. Which leads to the question: Why use Crystal? There are three reasons why crystal is preferred over other substrates:

- Crystal is considered a luxury product
- Crystal has physical characteristics that are inherent and unique
- Crystal provides life-long memories

Luxury Product

Throughout time, crystal has been a highly regarded material most often associated with beauty, distinction, and reverence. Its high-perceived value, delicacy, and rarity make crystal a perfect symbol of achievement, in the form of a recognition award.



Crystal is not considered a "justifiable" everyday purchase. Instead, it is seen as a luxury item. For this reason, people are willing to work hard to earn this type of reward because it is something they wouldn't normally buy. Receiving a luxury-item such as a crystal award is like "icing on the cake." Not only does the recipient have the intrinsic satisfaction of their achievement, but they also have a symbol of that achievement that is truly extra special.

Physical Characteristics - Clarity, Weight, Light Refraction

Crystal, as a substrate, has inherent characteristics that elicit curiosity. People wonder what it is used for, how it is made, and how it maintains its clarity. The most attractive qualities of crystal include its clarity, its weight, and its ability to refract light.

Crystal is available in many different forms. However, each form of crystal is incredibly clear. This clarity makes crystal a perfect candidate for adding a recipient name or company logo. This decoration accents the beauty of crystal without overwhelming the eye.



Although crystal is clear and appears to be weightless, it is quite strong! An average-sized award weighs approximately 3-5 pounds. Each piece balances the delicacy of the substrate with its strength. This balance between strength and delicacy is not evident in substances such as wood, metal, or stone.

Crystal naturally refracts light in a way that casts rainbows throughout a room. This refraction is unique to crystal and is just another characteristic that sets crystal apart from other substrates.

Life-Long Memories

There is no better product that will evoke long-term memories of a meaningful accomplishment than crystal! Many promotional products have a shelf life. They are disposed of because they stop working, break, or lose their luster. For example, pens run out of ink, apparel will fade in the wash, and acrylic will yellow over time.

Years later, your crystal award will have the same brilliance it had on day one. What better type of product than crystal to communicate a message of appreciation for a job well done? These awards are symbolic - turning today's accomplishments into tomorrow's memories.

To get an idea of how crystal has been used in the past visit our [Case Studies](#). These cases are sure to give you a few new ideas!

You can also browse through our online catalog to choose your next crystal award.

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