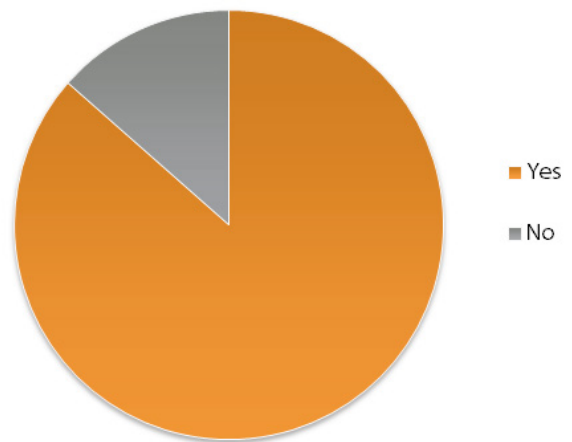
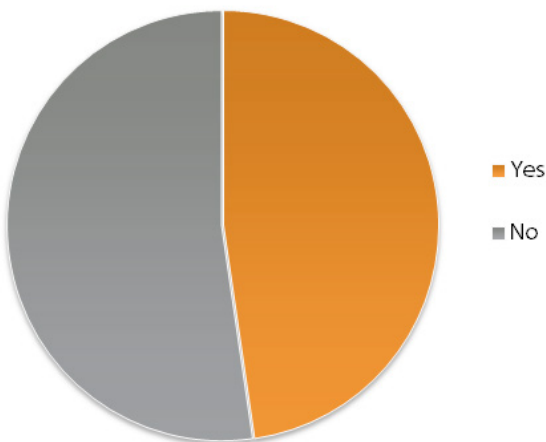


Jewellery Technology Awareness Survey Results

The Jewellery Industry Innovation Centre (JIIC), part of Birmingham City University, conducted a survey to establish the current awareness of jewellery technology across the industry. The results strongly indicate that there is already a very positive attitude towards Additive Manufacturing (AM) technology and believe that it will open up new design possibilities, accompanied with a strong desire to find out more. Below are some of the key results of the survey which had over 500 respondents.

Do you use prototyping or any form of 3D printing internally in your business?

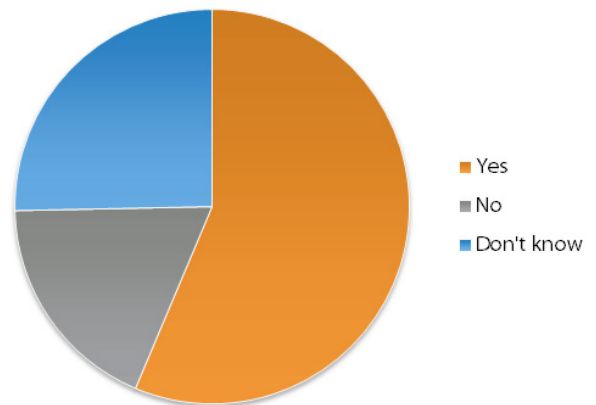
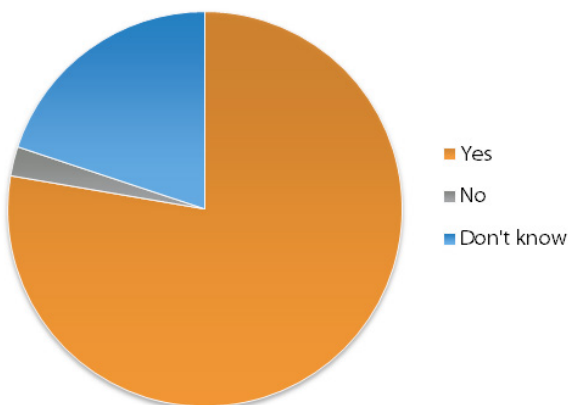
Is the development of innovatively designed products important to your business?



Almost 50% of people asked are already using AM technology, meaning that the jewellery industry, whilst still in many ways very traditional, is very open to new methodology. A massive 86.5% of respondents placed a high importance on innovate designs, something which AM could be invaluable for.

Do you think AM has the potential to offer jewellery designers more design freedoms?

Do you believe that AM may have potential for your jewellery business now?



Over three quarters of people who responded believe that AM has the potential to open up more design freedoms. Approximately 20% are unsure what the future holds, which shows that the technology is still developing. Over 56% of respondents believe that AM technology could benefit their jewellery business now.