

NEWS

Jan 22 2011 10:14AM

OGI Systems LTD. launches diamond inscription campaign

The campaign promotes the idea of inscription on the diamond's girdle

By: Diamond World News Service

OGI Systems LTD.'s worldwide inscription campaign, is an effort to promote the idea of inscription on the diamond's girdle, enabling diamond dealers across the globe to offer enhanced services of inscriteon along with their businesses. Inscription on diamonds has become a popular choice amonsgt buyers who look for saftety, originality, ownership pride in owning their diamonds.

OGI has opened inscription centers around the globe, in Canada, England, Belgium, Italy, Israel, Tokyo, Australia and even Vietnam, and has united all its service providers under one roof, as part of its campaign. According to Mr Lior Modlin, manager of the marketing and sales department at OGI Systems Group, this way, whoever needs such service will be directed to the closest service provider to his/her address.

Diamond inscription allows the user to inscribe a message or an image on the girdle, which becomes not only a symbol of self expression but serves as an identification of the owner. It protects the diamond from counterfeiting, especially when the diamond goes into cleaning or re-embedding. A bitmap image of the inscription will upgrade a certificate of authenticity to a great extent.

The different inscription centers of OGI, provide laser inscription service to their customers, based on the technology of the Gemscribe, an inscription tool developed in the worldwide OGI laboratories. Any company or business purchasing the Gemscribe, from any country around the world, can join this service at no charge.

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