

To: A Letter to Valued Clients of LUT Crystalworks

Dear Clients and Friends,

Lut Crystalworks today announced a new strategic partnership that will bolster our ability to expand, grow and produce industry-innovating bespoke crystal and glass awards to customers worldwide.

Since 2009, LUT Crystalworks has become a market-leading, five-star rated recognition supplier within the promotional products industry, dominating the marketplace as a premier crystal and glass awards supplier to thousands of distributors. Over nearly a decade of great success, the business has evolved, with a trending pattern and demand toward “custom” recognition products.

Seeking to respond and adapt to this rapidly changing business environment and significantly benefit our customers, we have made the strategic decision to join forces with a fellow global powerhouse specializing in the custom design and manufacturing of recognition products. As a result, we are proud to announce effective January 1, 2018, the entirety of LUT Crystalworks will become a wholesale division of Cristaux International.

Combining innovation, design and latest technologies, Cristaux International is the leading source for custom recognition products and programs, delivering iconic objects that honor accomplishment. Established in 2007, Cristaux boasts over 8,000 square feet of Design Studios and a 25,000 square foot Manufacturing Facility, partnering with brands, organizations and exceptional individuals worldwide to provide symbols of recognition that capture, share and celebrate their lives' most meaningful experiences.

Cristaux is the ideal partner for LUT Crystalworks as we refine our business to align with client needs, and we are thrilled to become a part of such a prestigious and innovative organization. Joining Cristaux will increase our resources, giving clients access to an expanded and heightened offering.

Following the close of the acquisition at the end of 2017, LUT Crystalworks will become “Cristaux Wholesale”, operating out of a newly expanded, state-of-the-art facility headquartered in Elk Grove Village, Illinois. Cristaux International will assume management of established programs, seasoned pricing, and customer information - thereby taking the place of LUT Crystalworks as a ASI/PPAI/SAGE, Five-Star Supplier within the promotions industry.

We are dedicated to increasing the quality of support you have come to expect from LUT Crystalworks, without interruption. As such, 100% of LUT Crystalworks staff will become a part of Cristaux International, ensuring a seamless transition. Email names will remain the same, with the change of @cristaux.com (for example ajanus@lutcrystalworks.com will now become ajanus@cristaux.com) in addition, all emails sent to LUT emails will be forwarded automatically to the new Cristaux email. We pledge our continued commitment to enabling your success and delivering the benefits we expect from this acquisition.

Cristaux Wholesale will deliver the most brand-centric, unique, exclusive and discerning offering of high-end custom award solutions and variety stock award products designed to be the ultimate stand-out, unique objects available within the recognition industry. Stock product lines (launching January 2018) will feature straight-forward pricing and be sold through either retail or wholesale channels, dependent on account designation. Custom recognition will focus on projects at specific targeted price points.

We are very excited about this next phase for LUT Crystalworks and extend a sincere thanks to our loyal customers for getting us to this point. In the weeks ahead, we will provide updates where necessary, and we look forward to elevating your recognition experience together through our new services awaiting your organization via Cristaux International & Cristaux Wholesale. Should you have any questions or concerns please email me directly at ajanus@cristaux.com, or learn more about wholesale offerings at <https://www.cristaux.com/wholesale>. I will be happy to help answer any and all questions you may have.

Sincere thanks,
Andre Janus, CEO, LUT Crystalworks