



## Hand Cut Images of Distinction

In a world of mass production, these images are produced one at a time. In an age of photographic copies, these impressions are cut by hand. In a generation of painted imprints, these insignia are struck in high relief. Coined in nickel silver and jewelers bronze. Die struck with incredible detail. Three dimensional medallions of unsurpassed quality.

Each image is painstakingly cut by hand into a block of solid tool steel. Each line is etched, then chiseled, then meticulously hand polished. Artisans of incredible skill use tools and techniques that have been passed down through generations of the engraver's art. This is a slow, methodical, painstaking process. Representations in the finest nickel silver, jewelers bronze or fired enamel. Insignia of unmatched quality. Images of distinction.





## Create Your Own Images of Distinction

**The Process** A Custom Work Order must be completed for each product that is to be inlaid with an engraved logo. This order will specify the preparation cost for engraving the striking die. The die is a one time investment that can be used indefinitely and is maintained by ASP. The individual cost of the logos being ordered will be determined by the number of insignia that are struck during each production run.

**ASP Products** ASP designs use die struck images in our standard .5 and .75 diameters. Once an image has been cut,

it may be used in all ASP products which accept that diameter logo. Die struck logos may be produced in either nickel silver or jewelers bronze. Fired enamel logos may be produced with either silver or gold borders.

**Your Artwork** Camera-ready or digital artwork must be provided for the insignia to be engraved. The quality of the original artwork will directly affect the quality of the final imprint. Camera-ready artwork must be high quality. Digital artwork is the preferred method for providing logos.

**ASP**

"A Matter of Pride"