



# WATERFORD® CRYSTAL

## THE MARKET

With its stunning beauty and sparkling reputation, Waterford Crystal has become an iconic symbol of celebration. As the world's leading brand of premium crystal, Waterford is committed to creating delightful gifts and elegant dining products that transcend time, yet resound with relevance for today's consumer.

Waterford products are bought by consumers seeking to bestow memorable gifts on beloved friends and family members, and also by those looking to add style and panache to their everyday lives. The Waterford name is unparalleled in the crystal market, so it comes as no surprise that Waterford's classic Lismore pattern continues to be the world's number-one-selling crystal stemware pattern.

Secure in its reputation, Waterford often partners with contemporary designers such as Michael Aram to make products that appeal to young influentials as well as brand loyalists — some of the most highly sought-after consumers in the luxury goods market.

Through the years, Waterford products have become a staple in wedding gifts. Their

products are viewed by brand loyalists as essential accessories for young couples just starting their lives together, as they build homes, families, and traditions from scratch. This etiquette mentoring has served to initiate young people into the Waterford manner of casual yet sophisticated entertaining.

Waterford is a household name in every corner of the English-speaking world. Independent research reveals that Waterford is regarded by consumers, and throughout the industry, as a brand imbued with fine craftsmanship, élan, status, and undeniable beauty. Waterford is also a top performer in the fine china segment, as indicated by research from the NPD Group, a global retail and consumer information organization.

From New York's Bloomingdale's to London's Harrods, the great department stores of the world are proud to include Waterford among the treasures they offer to customers seeking to live the good life.

## ACHIEVEMENTS

Whether it's casual cocktails with a couple of friends or a state dinner with hundreds in attendance, Waterford settings are always appropriate.

Waterford Crystal chandeliers can be found behind the hallowed walls of Westminster Abbey, the State Apartments at Dublin Castle, the Governor's Mansion in Maryland, and the Australian Houses of Parliament. Waterford chandeliers sprinkle a glamorous light over events held at the John F. Kennedy Center for the Performing Arts in Washington, D.C., and in Dublin's National Concert Hall.

Nearly 75 sporting events award Waterford trophies. World champions including Tiger Woods, Michael Schumacher, Jack Nicklaus, Venus Williams, David Chapman, Pete Sampras, and Roger Federer have each received a Waterford Crystal trophy. Venerated world figures such as Nelson Mandela, Prince Charles, Mother Theresa, and every U.S. president since Dwight D. Eisenhower have also been recognized with the award of Waterford Crystal.

As a brand with worldwide recognition, Waterford was chosen to create the scintillating

crystal ball that was lowered in Times Square, New York, on New Year's Eve 1999 to mark the passing from one millennium to the next. The Times Square New Year's Eve Ball by Waterford has been the focal point of each New Year's Eve celebration in New York City ever since. A new 12-foot Times Square Ball was introduced in 2008 that adorns the top of One Times Square 365 days a year.

## HISTORY

The year was 1783. In the busy port of Waterford, Ireland, George and William Penrose succeeded in producing crystal with unparalleled sparkle, brilliance, and purity of color. Word of the brothers' artistic achievements spread, and merchant ships were soon sailing regularly from Waterford filled with cargo of crystal bound for Spain, the West Indies, New York, New England, and Newfoundland.

The original factory closed in 1851, but Waterford Crystal had already acquired the reputation that has transcended the intervening centuries. In 1947, a rekindled postwar passion for Irish art and traditional patterns made famous by the artisans of Waterford became the design basis for the products of the new Waterford Crystal.

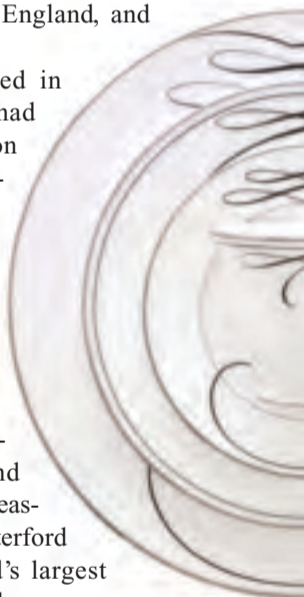
Production increased tremendously through the 1960s and 1970s, a direct reflection of increasing demand. By the 1980s, Waterford had become one of the world's largest producers of handcrafted crystal.

As the century closed, Waterford acknowledged the consumer trend toward less formal crystal, and carefully extended the brand with new collections including Marquis by Waterford, the renowned Millennium Collection, Waterford Holiday Heirlooms, and Waterford Fine China, all made in the world's most prestigious factories.

## THE PRODUCT

The beginnings of glass making are lost in the mists of time, but archaeological evidence shows that glass making existed in Ireland as far back as the middle 13th century.

At Waterford, the crystal-making process has changed little from medieval times. Silica sand, red oxide, potash, and other trace elements are mixed into a batch and brought to a temperature of 1,400 degrees centigrade for 36 hours to produce the molten crystal ready for blowing.





Technological advancements in forming and cutting, unfathomable to the master craftsmen of 1783, now produce a computer-controlled purity of mix and sophistication in design and cut that would have been unachievable through 18th-century methods. However, Waterford is proud to produce many pieces that are mouth blown and cut by master craftspersons who have acquired their unique artistic skills through a five-year apprenticeship. Their cutting demonstrates a practice little changed over centuries of practice.

As the Waterford brand extends out into other fine products for the home, every effort is made to ensure that their products — whether executed in sparkling crystal, fine bone china, or pure cotton — are worthy of the Waterford name and heritage, and of only the finest quality.

#### RECENT DEVELOPMENTS

Waterford could rest on its storied past, but instead it chooses to push into contemporary realms of design and aesthetics. In 2007, the company teamed with renowned lifestyle designer Michael Aram to create an expressive new range of crystal stemware and tableware.

Designed to embrace the lifestyle and attitudes of today's young consumers, Waterford Ballet, a collection of fine bone china, crystal stemware, and giftware, echoes the themes of interpretive dance through the inimitable artistic vision of Waterford.



Waterford collaborated with world-renowned wine makers Robert Mondavi to create a stunning collection of crystal wine and spirit glasses designed to optimize the unique properties of fine wine, enhancing both the setting and the wine-tasting experience.

Evolution, Waterford's first collection of fine colored art glass, is lavished with handmade character, full of opulent colors fused by artisan hands, creating stunning visual effects in bold contemporary shapes.

#### PROMOTION

Waterford crystal is meant to be lived with and enjoyed. The products inspire customers to live life without reservations. Waterford urges customers to know the rules of etiquette, but to ignore them when they get in the way of living in the moment and truly enjoying life's celebrations.

In 2005, Waterford premiered exclusively at Neiman Marcus a new flute series, the 12 days of Christmas. Every year until 2010, two editions are debuting, at which time these limited-edition, special designs will be retired to the legendary Waterford archives.

With commemoratives celebrating golf's Ryder Cup, baseball's World Series, and football's Super Bowl, Waterford continues to be progressive in pursuing designer affiliations and licensing partnerships.

Waterford's sister companies, Wedgwood and Royal Doulton, have partnerships with Vera Wang, Kelly Hoppen, Emeril Lagasse, Barbara Barry, Monique Lhuillier, Martha Stewart, and Disney, strengthening a prestigious company portfolio.

#### BRAND VALUES

As a champion of celebration, Waterford encourages their customers to create memories, live for the moment, and unleash elegance at the most ordinary of times — for it's at these moments that acquaintances become friends and friends become family.

#### THINGS YOU DIDN'T KNOW ABOUT WATERFORD

- The Waterford Crystal family of brands maintains its position as the leader in luxury crystal goods in the United States, capturing more than 39 percent of the total premium crystal market.
- Waterford has evolved from a premium crystal brand to a full lifestyle collection of products for the home and for your life. Included in this collection is fine bone china, flatware, table linens, bed, and bath linens, perfume and pens.
- The new Waterford Crystal Times Square New Year's Eve Ball is approximately 12 feet in diameter, contains more than 650 lights and 2,668 Waterford Crystal panels, and weighs 11,875 pounds. The New Year's Eve Ball stays up all year long to aid revelers in their everyday celebrations.