

FINANCE GROUP SOCIETYAWARDS

Q1 2019

DEALMAKERS
NEWSLETTER



3D ETCHING

Some deal gifts require a greater balance between subtle sophistication and the wide amount of information that they still need to convey.

This type of project can be well addressed with the addition of a technique known as 3D etching. In this method lasers are used to create an opaque, three dimensional object that appears to float inside a piece of crystal.

The effect is another visual element that can add great meaning and value to your deal toy without adding distraction from logos and tombstone text.



NEW IN DEAL TOYS



MAKING REAL THE UNEXPECTED

We love creating unexpected objects infused with our brand flair. As with any piece of work that emerges from our studio, our latest gift is of the highest design and craftsmanship.

To accomplish this project, our skilled designers were provided the freedom to be creative. The brief was simple: design something that is useful, beautiful and desirable. We wanted this to be an object that, like our deal toys and trophies, people are proud to put on their desk.

The result is a letter opener with an intriguing dagger silhouette. The sharp point makes it alluring in its perceived danger, and yet the object is recognizable as a letter opener. The design merges old world elegance with punk rocker style and our luxury craftsmanship. It is an artful object and a perfect encapsulation of the Society Awards viewpoint.



PRINTING ART

We began offering 3D printing last year and it has proven an excellent option for elevating a custom deal toy.

We can custom design 3D printed objects to meet the most intricate of project briefs. Those objects are then printed in our state-of-the-art production facility in the American Midwest. Along with a base or other parts of your choosing, your custom deal toy is carefully assembled and printed with tombstone text.

This provides a new level of customization and innovation in the world of deal toys. Ask a concierge about incorporating 3D printed art into your next project.



BUYING A BARREL OF BOURBON



In preparation for our anniversary, CEO David Moritz traveled to the Buffalo Trace Distillery to sample a few rare barrels of bourbon whiskey.

True bourbon is defined by three simple factors: American heritage, majority corn-content mash, and charred new American Oak barrel aging. Yet within this wide-sweeping definition, the tiniest changes can yield diverse results. The unique mash bill, barrel location, and temperature fluctuations all produce very different characteristics. Most unknowable and most critical to sensational bourbon, however, is the barrel.

After a meticulous search, our CEO, along with spirits expert John McCarthy, and Master Distiller Harlen Wheatley unanimously selected the barrel we would bottle as our Anniversary Bourbon. After bottling, our barrel traveled to Mexico where it is aging a fine añejo tequila.

NEW IN DEAL TOYS



A GLOBAL BRAND

We may be based in New York, but Society Awards does business on a global scale. We service and ship to clients of all sizes all around the world.

From the famous televised events in Hollywood to corporations, programs and individuals the world over, Society Awards is the respected name in recognition.

Special thanks goes to our clients, who make our impressive and continuous growth possible. We look forward to our continued relationship as Society Awards keeps expanding around the world.



For project inquiries or questions, reach us at (646) 290-7448 ext. 900
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