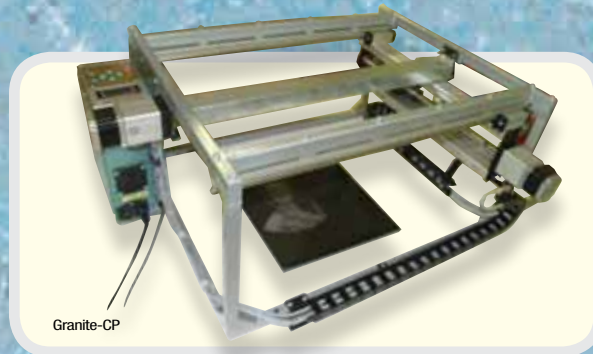
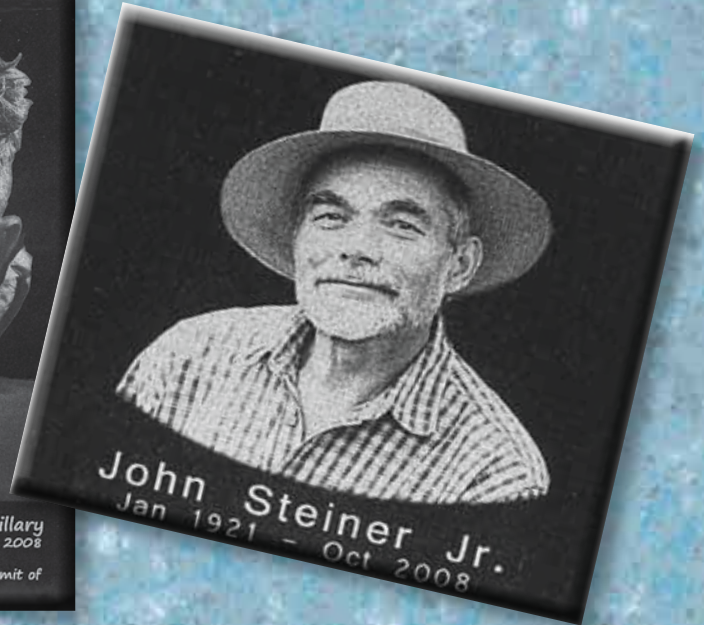


Now available...a **Non-Laser Etching System.**

# Granite Impact Etcher

**Designed Specifically for the Monument Industry!**



The Granite Impact Etcher Series can etch a wide range of images, including portraits and landscapes, onto granite, tile, glass and more. Connect to your laptop or desktop computer and start etching!





## Laser Engraving vs. Impact Etching

### Laser Engraver

- Can engrave wood, leather, plastic.
- Burns very thin upper layer of the stone.
- Works best on perfectly black stone. Yields substandard results on non-black
- Laser machines are very complex and have many subsystems: electronic, mechanical, optical, cooling, fumes removal.
- Requires stone leveling procedure. Stone has to be perfectly flat and level against the machine's plane.
- Requires manual focusing and/or gap setting to ensure proper distance between the laser tube and stone.
- Has to be used in lab-like environment with stable temperature. Changes to temperature can cause gas leaks from laser tube and can significantly reduce tube life. Output of laser tubes changes with ambient temperature and depends on proper cooling.
- High price for high-end models. Questionable reliability for low-end models.
- Most laser machines leave image preparation to the user. This causes frustration and substandard results.

### Granite™ Impact Etching Machine

- Can only engrave stone, glass, metal or other hard materials. After all, it is specifically designed for monument builders.
- Physically hits stone with diamond "needle", creating images that are as close as it gets to manual etching.
- Can be used on any stone of any color, regardless of imperfections the stone may have.
- Has only 2 subsystems: electronic and mechanical ones. Less components means higher reliability.
- Stone does not have to be perfectly flat or level. Machine has the tracking head that follows the surface of the stone; set-up time is minimal.
- Has automatic gap setting mechanism.
- Designed for your workshop and its environment. It just works.
- Price that every monument shop can afford. Pays for itself in a matter of months. Assembled from German-made linear drives. Rugged industrial-grade welded frame.
- Comes with Image Editing Service that will prepare images for etching. Editing done manually by artist will ensure perfect quality that your clients will like.

### What is Impact Etching?

Impact Etching is a revolutionary technology, designed for use in the Monument Industry. The image is created by the diamond-tipped needle hitting the stone. Machine's controller changes the strength and frequency of hits to achieve required characteristics of the image. Etching head is driven by precision German-manufactured 3-D linear drive. Gap sensor automatically maintains optimal distance between the needle and stone, allowing processing of uneven surfaces. In the end, you get the image that is as close as it gets to the original, and has the quality of etching performed by the artist, for a fraction of the cost.

### How does it compare to laser?

Impact Etching does not require stone to be ideally black, level or flat. It penetrates stone much deeper than laser, physics of the process being the same as for manual etching, as opposed to laser burning the surface of the stone.

### I have somebody doing etchings for me – why switch to the Impact Etcher?

If you are doing a fair amount of business, bringing production in house lowers your cost and increases profits. You also control quality, reduce mistakes, speed up delivery and eliminate outside vendor performance. You control your destiny and profitability.

### What equipment and software is needed to use the Impact Etcher?

You will need a Microsoft® operating system. Ask us if your computer has the appropriate operating system and memory requirements. If you would like to edit images yourself, you will need image editing software such as Adobe Photoshop® or Corel Photo Paint Pro® and a scanner. You can also have your images prepared for etching by an editing service. See page 4 for details.

### What is the largest size stone that I can etch?

There is no relation between the size of the stone and type of the machine you use. You can put the portable Granite-CPT™ model over any monument, regardless of its size. Stationary models Granite-SR™ and Granite-SX™ can work on stones as big as the distance between the machine's legs on the longest side.



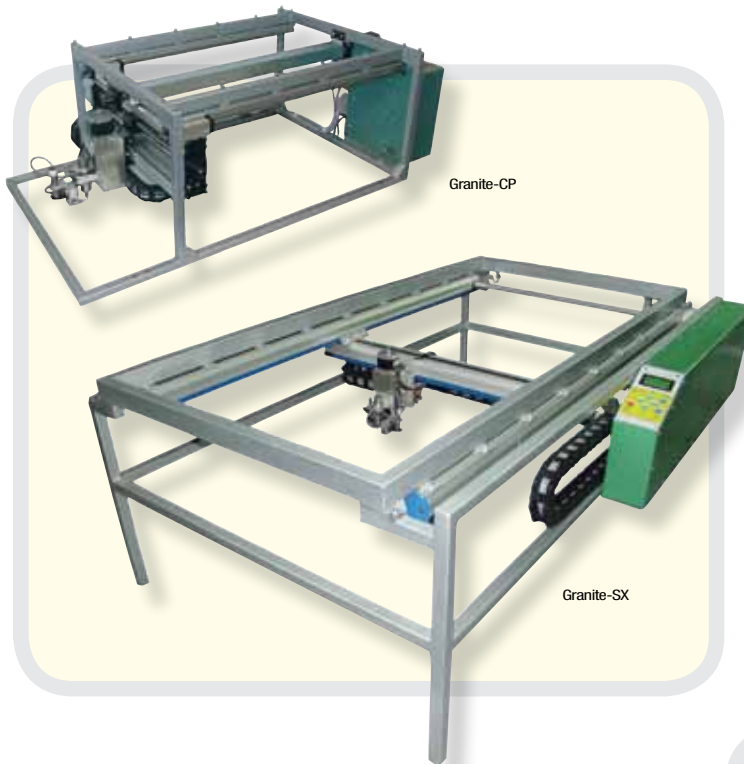
# Granite Impact Etcher

**Non-Laser. Easy to Use. Reliable.**

The Granite Impact Etcher is a non-laser, easy-to-use, reliable machine. The diamond needle physically hits the stone, creating images that are close to manual etching. Utilizing automatic gap-tracking technology, the Granite Impact Etcher Series eliminates focusing or a need to level the stone.



Samples etched onto tile.



## Available in 2 Sizes!

### Granite-CP Impact Etcher

- 15.7" x 23.6" Image Area
- Portable and can be positioned directly over the stone.

### Granite-SX Impact Etcher

- 25.2" x 48.8" Image Area • Large floor model

- Automatic gap-tracking technology eliminates stone leveling
- Three models available; Granite-CP being portable
- Simple in design and operation • Easy to use
- Does not require attended operation
- Does not require cooling or other environmental limitations
- Connects easily to your laptop or desktop computer
- Time-tested and reliable
- Etches a wide range of images (including portraits and landscapes) onto granite, tile, glass and more.

## GRANITE IMPACT ETCHER AVAILABLE LEASING

	Lease Payment Per Month	*Cost to Own Per Day	*Cost to Own Per Hour
Granite-CP	\$14,750.00	\$314.62	\$11.35
Granite-SX	\$22,490.00	\$479.71	\$17.30
			\$2.16

\* Calculation based on 5-year ownership, 52-weeks per year, 5-day 40-hour weeks. Calculation based on outright purchase. Figures will be higher factoring leasing costs. Lease Payment based on rates in effect 7/11/2013 using 60-month lease with first and last payment as deposit and \$1.00 buyout at lease end. Rates subject to change based on current interest environment and your credit situation. Exact rates will be quoted directly by leasing company. Accessories, training, shipping and taxes are additional.

*One etched image per month makes your payment, plus... generates a profit.*

### What is the cost per image?

Each Diamond Etching Tip will perform 30 square feet of imaging, which is approximately \$2.33 per square foot!

It is the only diamond etching machine on the United States market!

Diamond needle tip - \$70.00. Estimate (30) average-size portraits (10" x 10") per tip.



## Add a Design Mart "Memories Etched in Stone" Machine Etching Package

"Memories Etched in Stone" literature assists your customer in choosing designs. DesignMart provides a quality product that is very competitive in the marketplace offering a wide selection of state-of-the-art monumental designs. Select the most popular designs for your package.

### Intro Pack 1

Pamphlets (250)  
Catalogs (2)  
Designs• (10)

List: \$1,295.00

**Sale with Etcher: \$750.00**

### Intro Pack 2

Pamphlets (500)  
Catalogs (3)  
Designs• (20)

List: \$2,250.00

**Sale with Etcher: \$1,750.00**

- Designs may be chosen after receiving and reviewing catalog. Group selection must be made within 30 days.
- All selected designs will arrive on one CD from Design Mart.

Intro Package pricing is only available when purchasing a Granite Impact Etcher.

## Image Editing Service - \$20 per Image

### Why is editing necessary?

Proper image preparation is essential for creation of high-quality etched portraits. Lack of proper image preparation is a major reason for poor quality of etching, as well as major source of frustration amongst owners of laser or impact engraving machines.

- Services included:
  - Cropping the image (removing the background).
  - Adjusting the contrast and brightness.
  - Sharpening the image.
  - Manual removal of imperfections.
  - Manual correction of over/under-exposed areas.
  - Manual correction of facial features, such as eyes (add/remove sparkles), add contrast where needed etc.
  - When required, create the highlights, to highlight the contour of the portraits.



## For Additional Artwork

*The Granite Impact Etcher Series can utilize Design Mart's "Memories Etched in Stone" Collection. Ask us for details.*



## After the Sale.

### Warranty

One-year on parts and labor is provided (excluding etching needles).

### Support and Training

- Phone and email support
- Go-To-Meeting™ online training sessions
- Image editing service (charge per image fee)

## Why Choose Hyatt's?

- *Quality Products*
- *Personalized Service*
- *50 Years of Dependability*

QUOTES • LEASING  
TRADE-INS • TRAINING  
INSTALLATIONS  
STARTER MATERIALS...  
*and Customized Service.*



*Making a New Mark on the Monument Industry.*

HEADQUARTERS: 910 MAIN ST • BUFFALO NY 14202



# Granite Impact Etcher

## Image Editing Service - \$20 per image

### Why is editing necessary?

Proper image preparation is essential for creation of high-quality etched portraits. Lack of proper image preparation is a major reason for poor quality of etching, as well as major source of frustration of owners of laser or impact engraving machines.

### How does Image Editing Service work?

1. You send us the digitized image provided by the client, along with requirements for editing (paper photographs will have to be scanned).
2. We edit your image for a flat fee and send it back to you within hours.
3. You load edited image into the Impact Etcher and create a proof for the client, or etch it on the monument right away.
4. If, after looking at edited file or proof, you decide more changes are needed, we will do them, for no extra charge, as long as it is for the same image.

### What is included in \$20 flat fee?

- \$20 fee applies to any low-to-medium-complexity editing job.
- Service includes:
  - Cropping the image (removing the background).
  - Adjusting the contrast and brightness.
  - Sharpening the image.
  - Manual removal of imperfections.
  - Manual correction of over/under-exposed areas.
  - Manual correction of facial features, such as eyes (add/remove sparkles), add contrast where needed etc.
  - When required, create the highlights, to highlight the contour of the portraits.
- For portraits that require more complex editing, we will provide an estimate for review before we start editing, based on \$20 per hour rate.  
*More complex editing might include:*
  - Changing the clothing on a person.
  - Adding/removing a beard or mustache.
  - Additional images and ornaments requested by the client (adding picture of cars, animals, nature, religious symbols, etc).

### Why outsource image preparation?

When you outsource image editing to us, you are not just buying the service from us—you are buying peace of mind. Every uncertainty associated with the use of engraving machines goes away. You will not have to spend time on editing or finding someone to do it for you. And, you know what your profit will be because you will know the costs involved in creation of the monument.

### Can I edit the images myself?

Absolutely! We encourage you to do so. The machine manual provides guidelines on editing images using Corel software. However, we think our Image Editing Service is a better option for most monument builders.



*Making a New Mark on the Monument Industry.*