

# Why Lannyte?

## Fire



"Fire" is the gem industry's term for that unique sparkle and life that only some stones seem to have, regardless of the specs. Any experienced gemologist will tell you that two gems which have identical specs on paper will many times have a difference in the "X" factor, FIRE. With our 100+ combined years of experience, and the dedication of our founder Robert Silverman's decade long worldwide search for the proper rough material, we make sure every Lannyte has the Fire.

## The Perfect Cut & Polish



Each Lannyte stone goes through the same lengthy process of precision hand cutting and meticulous polishing by experienced artisans, just like its earth mined counterparts. At Lannyte we make sure our rough material is treated the same and goes through the same process as precious earth mined rough, and this is why we produce the highest caliber lab created and simulated stones in an industry that is becoming more and more inclined towards mass production and at the cost of quality.

## Just The Right Hue



Natural gems have a range of color, some more desirable than others. At Lannyte we have experimented and hand selected rough material from across the globe to produce the most rare and sought-after version of each earth mined stone.

## Environmentally Sustainable



Our goal is to offer the consumer a substitute to the too often environmentally harmful and unnecessarily costly earth mined option, a substitute that equals and surpasses in beauty. We want to prove that it is not necessary to sacrifice quality and beauty to get an affordable and environmentally friendly alternative.

## Our Reputation



Lannyte Gemstones has been supplying the jewelry industry since 1984. We have hundreds of dealers across the USA, many of whom are gemologist and multi-generational family jewelers. We let our gems speak for themselves.