

PRECIOSA® CHATON ROSE

MAXIMA

FREQUENTLY ASKED
QUESTIONS



PRECIOSA

Frequently Asked Questions



WHAT IS CHATON ROSE MAXIMA? ---

The Chaton Rose MAXIMA is Preciosa's premium round flatback crystal, engineered to deliver exceptional optical performance, consistency, and durability across applications. Developed as the next generation of crystal flatbacks, it combines advanced facet geometry with proprietary underside engineering to maximize light return and support reliable performance throughout production and wear.

WHAT MAKES ONE CRYSTAL FLATBACK PERFORM DIFFERENTLY FROM ANOTHER? ---

Crystal performance is influenced by several factors beyond appearance alone, including glass quality, refractive index, facet geometry, light return, color consistency, underside construction, and production precision.

The quality and composition of the glass itself also play an important role. Higher quality glass with a higher refractive index allows light to travel and reflect more effectively within the crystal, contributing to greater brilliance and visual intensity. The Chaton Rose MAXIMA is produced using a premium glass composition engineered to achieve a higher refractive index than many competing products, supporting stronger optical performance.

While many products may appear similar at first glance, differences become more noticeable in larger production runs and finished products, where consistency across sizes, shades, and batches becomes critical.

Frequently Asked Questions



HOW DOES THE CHATON ROSE MAXIMA DIFFER FROM OTHER FLATBACK CRYSTALS ON THE MARKET? _____

Preciosa's Chaton Rose MAXIMA was developed to balance optical brilliance with production reliability.

Key advantages include:

- Optimized facet architecture designed to maximize light return
- Up to 264 unique light rays reflected
- Higher quality glass composition
- Strong visual consistency across colors and sizes
- Advanced underside engineering for improved durability
- Expanded micro-size capability
- Fully European production with traceability

Rather than focusing on a single attribute, MAXIMA is designed as a complete performance system.

DOES OPTICAL BRILLIANCE VARY BETWEEN CRYSTAL BRANDS? _____

Yes.

While multiple products in the market deliver strong visual results, the way light behaves within a crystal depends heavily on cut design and engineering. The Chaton Rose MAXIMA uses a proprietary facet arrangement designed to optimize light return while minimizing areas where light is lost. This creates a balanced and consistent brilliance across the entire application rather than isolated points of shine.

Independent optical testing confirms the Chaton Rose MAXIMA's superior performance compared to Preciosa's Chaton Rose VIVA 12 and many competing products on the market, demonstrating stronger light return and more consistent visual performance across applications.

Frequently Asked Questions



WHY ARE MICROSIZES IMPORTANT? _____

As applications become more detailed and intricate, performance at smaller sizes becomes increasingly important.

Competitors simplify facet structures in micro-sizes, which can reduce visual impact. The Chaton Rose MAXIMA maintains a more complex cut architecture even in smaller stones. For example, Preciosa's ss3 includes 12 facets supporting stronger light reflection and visual definition in highly detailed designs.

CAN EXISTING DESIGNS TRANSITION TO MAXIMA WITHOUT REDESIGNING PRODUCTS? _____

Yes.

Preciosa's Chaton Rose MAXIMA was developed to integrate seamlessly into existing production and application processes. Sizes, application methods, and compatibility remain consistent, allowing manufacturers and designers to transition without modifying product designs or workflows.

HOW CONSISTENT IS MAXIMA ACROSS SIZES AND COLORS? _____

Consistency is one of the Chaton Rose MAXIMA's defining strengths. The product spans sizes ss2–ss48 and is engineered to maintain a uniform appearance across the assortment. Color accuracy, proportions, and optical performance are carefully controlled to support reliable results across production runs.

Frequently Asked Questions



WHAT ROLE DOES UNDERSIDE ENGINEERING PLAY? _____

The underside construction influences both visual performance and durability.

The Chaton Rose MAXIMA combines:

_____ **Silver Reflective Layer**

A genuine silver layer, rather than lesser quality alternatives, designed to enhance light return, support color depth, and contribute to a more refined optical effect.

_____ **DuraFoiling™**

Provides additional protection against peeling, lifting, cracking, and wear-related damage.

Together, these elements help maintain both appearance and performance over time.

HOW DOES MAXIMA PERFORM UNDER DEMANDING CONDITIONS? _____

The Chaton Rose MAXIMA is designed and tested for applications exposed to frequent wear and environmental stress.

Testing includes:

- Artificial sweat exposure
- Moisture and chemical resistance
- Machine washing
- Temperature variation
- Mechanical stress

Testing has shown strong resistance to degradation under standard exposure conditions.

Frequently Asked Questions



WHY DOES MANUFACTURING ORIGIN MATTER? _____

Origin influences material consistency, quality control, traceability, manufacturing standards, and the level of support available throughout a project lifecycle.

The Chaton Rose MAXIMA is produced entirely in the Czech Republic under European manufacturing and environmental standards. This provides greater visibility throughout production and supports long-term consistency across batches. It also enables closer collaboration between customers and Preciosa teams, providing direct access to technical expertise, development support, and responsive service from a manufacturing partner rather than simply a product supplier.

HOW DOES MAXIMA COMPARE TO LOWER-COST ALTERNATIVES? _____

Lower-cost alternatives may achieve a similar visual appearance in samples or short runs, but differences often become more visible in larger-scale production.

Typical differences may include:

- Reduced consistency between batches
- Greater variation in color and sizing
- Less stable long-term performance
- Lower resistance to wear and environmental exposure
- Limited to no technical support throughout production

Preciosa's Chaton Rose MAXIMA is designed to provide dependable results from sampling through full production.

Frequently Asked Questions



IS THE CHATON ROSE MAXIMA WORTH THE INVESTMENT? _____

The cost of a crystal component should be considered within the context of the final product and the overall production process, not simply the price per stone. While lower-cost alternatives may reduce initial material costs, differences often become more visible as production scales, where inconsistencies in color, sizing, optical performance, or durability can create additional challenges and costs over time.

Beyond the product itself, fully European production and traceability can also contribute value to the finished item. For premium and luxury brands, origin increasingly plays a role in storytelling, perceived quality, and customer trust, helping justify final product positioning and price points.

Combined with long-term durability, stable production quality, and direct access to Preciosa's technical expertise and development support, the value of the Chaton Rose MAXIMA extends beyond the crystal itself. It is designed not only as a component, but as a long-term solution that supports both product quality and brand value.

