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NAGESH BORIAH, NATIONAL SALES MANAGER, 99000 44332  
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## "HD Pattern lights up interest of Jaipur Jewelers"

Jaipur, Rajasthan (December 27, 2011)--HD Pattern India experienced an exceptional amount of interest in the High Definition pattern making process (for investment casting) during the recent Jaipur Jewellery Show here, 23-26 December.

"This was our first show since becoming exclusive distributors in India", said National Sales Manager Nagesh Boraiah, "there is substantial interest in how to make lighter jewellery with reduced metal loss and faster lead time. We were busy with questions and demos every day of the show".

The HD Pattern process substitutes a light-curing polymer for traditional wax in the casting process, along with proprietary curing equipment, enabling finer detail and less post-casting work, resulting in higher profits for the traditional jewellery caster.

"We are excited about bringing the latest technology to benefit of the Indian Market", says marketing manager David Nuss. "When the tool division of KNS Consulting India negotiated the exclusive distributorship, we had no idea that the market would be so excited about our products", he said.

HD Pattern is a patented process invented by Victor Joyner, an American inventor and jewelry expert. Find out more about the product, getting demos, and how it fits into your production environment by visiting [www.hdresin.co.in](http://www.hdresin.co.in).

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