

Extraordinary handmade jewelry for casino faddists

Casino Jewelry by Veit is a new jewelry designer which started its business in summer 2011. Jörg Veit, the founder of the company, has been a successful trader of noble metal in Germany's gold-center, the city of Pforzheim, for over 20 years. One day, while he was watching a TV show on the World Series of Poker in Las Vegas, he had a brilliant business idea. He decided to start designing his own casino jewelry collection. Together with designers and goldsmiths they created three pieces of jewelry for their first collection: A bracelet, a key chain and a ring that can be customized individually.



Jörg is optimistic that his business concept will work out. „Over the past five years poker has become big also in Europe. Many casinos in Germany and other European countries organize regular poker tournaments with increasing demand. We are convinced that our jewelry is an appealing alternative to the traditional prize money. The chance to win a bracelet or a ring will most likely help casinos to attract more players“.The German casinos in Wiesbaden and Neunkirchen were the first to cooperate with Casino Jewelry by Veit and had a very positive feedback.

Currently the company's designers are working on a new bracelet which combines leather and gold/silver. This specific piece of jewelry is mainly designed for the young generation

of male poker players. The range of products will be expanded soon by classy jewelry for women.

To increase awareness for its products in the gaming & gambling market Casino Jewelry by Veit has agreed on a partnership with the renowned German-speaking internet platform www.isa-guide.de. Together with Reinhold Schmitt, founder of ISA-GUIDE, Jörg will be visiting the ICE 2012 in London for the first time. „I'm very excited to visit the international exhibition and to meet gaming professionals from all over the world. I'm glad Reinhold invited me to his stand to start networking with business partners. Next year we will definitely expose our jewelry at our own company stand“.

Casino Jewelry by Veit is looking forward to meeting media and business representatives at stand no 3080 (ISA-GUIDE). For more information on our jewelry collection please visit our website www.cj-byveit.com.

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