



Preserving Nature Is an Art and A Commitment At Enchanted Gold



From jewelry to Christmas ornaments and bookmarks, Enchanted Gold of Concord, MA, and Brewer, ME, has been producing gold- and silver-plated collectibles from all-natural items for more than 16 years. The company demonstrates a strong commitment to protecting the environment, while preserving natural items of beauty with a specialized method of surface finishing.



found, while others are made to look lacy, according to company founder and owner Chuck Gordon. Leaves from maples, oak, holly, cottonwood and birch are used, along with cones from pine and redwood trees, for the firm's oldest series called "The Language of Leaves®."

Following careful preparation, delicate layers of copper and nickel are applied to provide strength and durability. Each piece is finished with a layer of 18 karat gold or pure silver.

The New England craftsmen who produce the products, Gordon says, are highly skilled and

experienced in the art of preserving nature, and have perfected the methods used to produce these unusual items.

Protecting the Environment Comes First

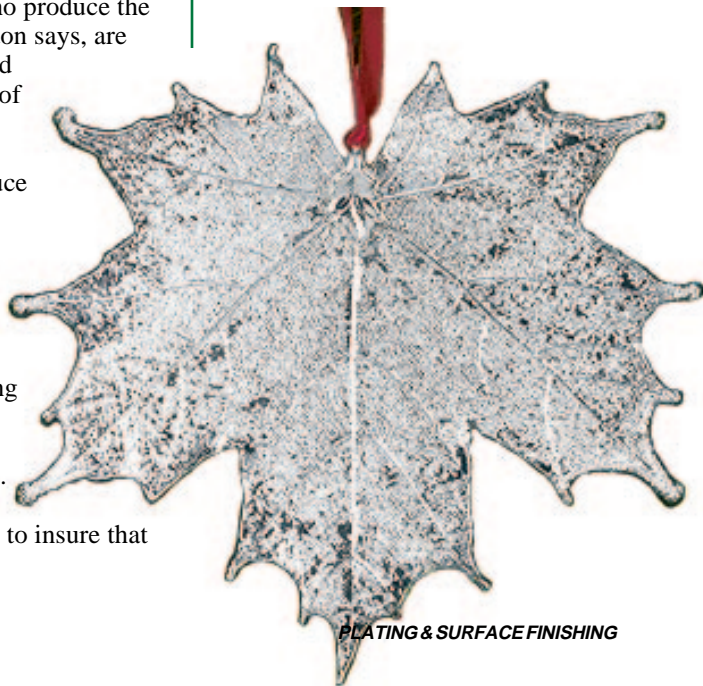
Enchanted Gold is committed to protecting the environment with each step involved in producing its products. All leaves and cones are harvested in a way to insure that

no harm comes to the trees. The company also has a metal recycling process to make sure that no waste is discharged into the environment. All gold, silver and copper used for finishing is derived exclusively from recycled sources.

Taking the commitment even further, all packaging and promotional materials are printed on recycled paper using soy inks. The packing used for shipping is made from recycled paper or cornstarch pellets, and a company-wide recycling program is used for all metals, paper, plastics and glass.

Utilizing a unique preparation and plating process, Enchanted Gold transforms leaves, cones and other natural items into unusual collectables. The company's products can be found in gift shops, nature stores and mail order catalogs throughout the U.S.

Each piece begins as an object of nature. Some leaves are left exactly as



PLATING & SURFACE FINISHING

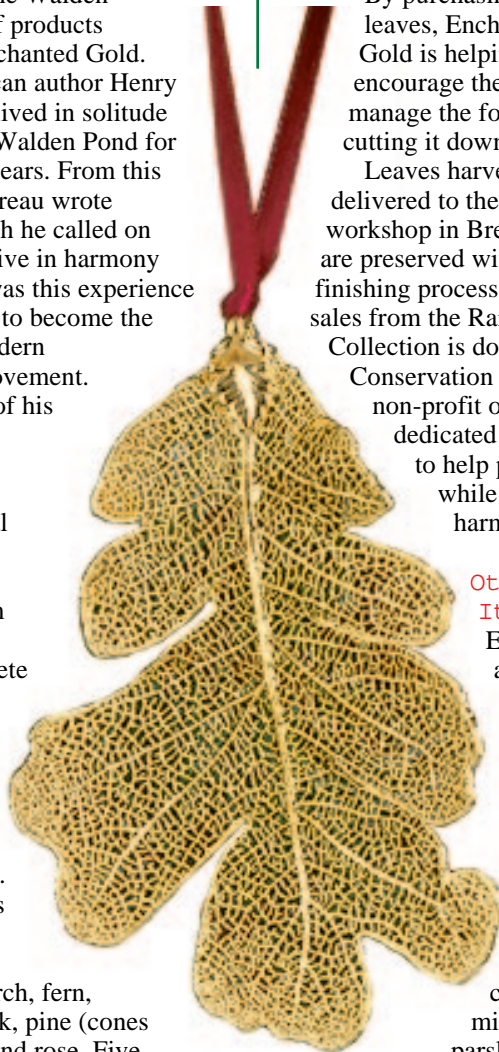


Some specialized products manufactured by the company also have a conservation theme, and are targeted to help preserve the environment in specific locations.

Walden Woods

Walden Woods is a 2,600-acre tract of land located in and around the historic towns of Concord and Lincoln, MA, and the inspiration for the Walden Leaves™ line of products produced by Enchanted Gold. In 1845, American author Henry David Thoreau lived in solitude on the shore of Walden Pond for more than two years. From this experience, Thoreau wrote *Walden*, in which he called on human-kind to live in harmony with nature. It was this experience that led Walden to become the father of the modern conservation movement. He spent much of his life encouraging Americans to conserve the country's natural beauty and resources.

Products from Walden Woods include a complete line of jewelry, ornaments and bookmarks made with leaves from trees on the historic location. Natural products from the native plants include acorn, aspen, birch, fern, holly, maple, oak, pine (cones and branches), and rose. Five percent of sales from the Walden Leaves collection are donated to The Walden Woods Project, a non-profit organization seeking to encourage public appreciation for Walden Woods, and to support research and education related to Thoreau.



Rainforest Initiative

In an effort to help people who live in the rainforest find ways to commercially utilize the resources found there, without destroying them, Enchanted Gold created the Rainforest Collection® in 1996. It's an exclusive line of gifts that blends beauty, preservation and conservation, centered on natural products from the rainforest. These unusual leaves are hand-picked by people who live in the rainforest in Guatemala.

By purchasing the leaves, Enchanted Gold is helping to encourage the people to manage the forest instead of cutting it down.

Leaves harvested there are delivered to the company's workshop in Brewer where they are preserved with the delicate finishing process. Five percent of sales from the Rainforest Collection is donated to Conservation International, a non-profit organization dedicated to finding ways to help people thrive while living in harmony with nature.

Other Natural Items

Enchanted Gold also makes some ornaments and gifts that do not grow on trees. The company produces a variety of seashells, as well as gold-plated treats, including eggs, chili peppers, mini pumpkins, parsley and dog

bones (dog bone treats). Collecting Christmas ornaments is a growing hobby, and Enchanted Gold is making sure collectors will have a unique selection to choose from for many years, while preserving the environment where the products originated.



Taking Care of the Customer

Like many organizations that offer products and services, Enchanted Gold has found that customer service is an important part of a successful business. The company offers a toll-free retail support hotline where trained customer service representatives answer questions about products, orders and merchandising. The representatives will also assist non-profit organizations to offer the products for fundraisers, as well as companies who offer corporate premiums.

Gordon is also proud that all Enchanted Gold products, including printing and packaging, are made in the U.S.A.

P&SF

