

## LANDING PAGE -

Suggestions are based on featuring large scale and photo etching.

Update banner image to display large scale projects and/or photo etch work.

"We make it Special" heading - Use this area as a directional element to the "About" Page. Condense the paragraph and employ a call to action to invite visitors to learn more about Bolt Laserworks.

"Only the Best" I would suggest reworking this text (to focus more on large scale/photo etch than personalization).

Storefront Gallery - Consider feature 3 - 5 top selling items. Link to store for visitors to shop additional products/options.

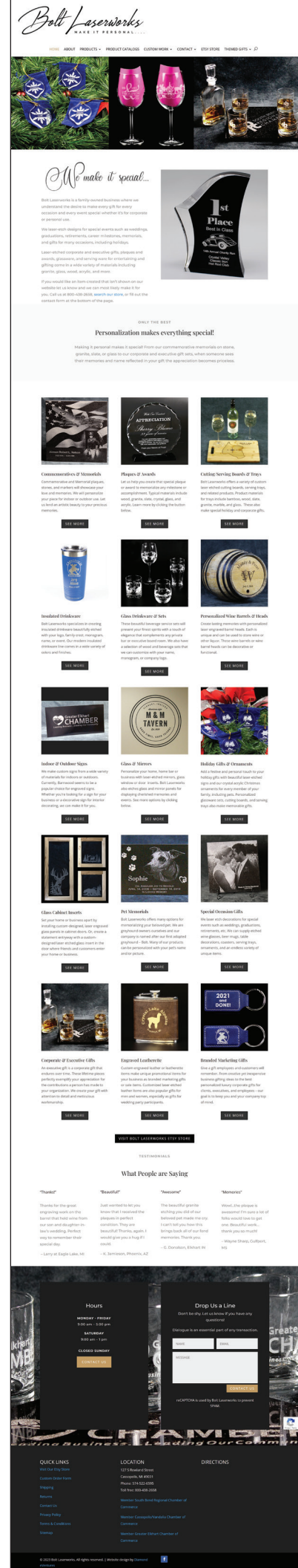
What people are saying - This is great to include! Are there any more recent testimonies you would like to add? I would 5.

Move business hours and contact form to the footer of the website to appear on every page. This way visitors always have this pertinent information at their finger tips and don't have to navigate/search for it.

Consider moving affiliate links to the "About" page. It is fantastic to see that Bolt Laserworks is involved with several Chamber of Commerces, but this info would be best featured on the "About" page. Info in the footer area needs to be a landmark for a visitor to find contact information.

In addition to moving the business hours and contact form to the footer, I would also recommend adding a link to Bolt Laserwork social media accounts (facebook if this is the most frequently managed) with a call to action ie: "Follow us on Facebook!"

Recommend employing a frozen header (scrolls with the page) or simplifying the "Quick Links" section.



Condense or break up paragraph so we don't have one big block of text.

Add the Chamber Membership listing with links. Add a blurb on Bolt Laserworks' community involvement -- maybe mention the senior tumbler project as an example.

We definitely need a photo of the shop manager, King!

Remove the call to action titles and descriptions. They can be separately employed elsewhere (either on store page or landing page). If used elsewhere, also consider rephrasing them to reduce the use of the word "special".

ABOUT US

**Laser Focus on Bolt** - Bolt Laserworks is a family-owned business located in beautiful southwestern Michigan. We specialize in custom laser etching and cutting gifts, awards, decorations, and promotional products for your home and business. We can beautifully and permanently personalize a wide variety of items with names, monograms, logos, dates, pictures, and messages, adding a special touch to birthdays, graduations, weddings, anniversaries, or any special occasion. Bolt Laserworks isn't limited to etching small items either. The open architecture of our precision laser equipment allows them to etch large projects including signs, glass cabinet doors, bar mirrors, windows, entry doors, tabletops... The possibilities are limited only by the imaginations of our customers! The Bolt graphics team will work with your ideas to design and etch your logo, monogram, message, and even your pictures to create stunning and unique, memorial plaques and markers, and beautiful, one-of-a-kind decorations. Best of all, items etched with your logo and message will not rub or wear off, and they present a classier image than typical printed items.



Make any occasion or event special.

Presentation is an important ingredient whether you are serving your best spirits and finest wines or hosting that special event. For special occasions such as weddings, graduations, retirements, and holidays we can supply etched glasses, table decorations, coasters, serving trays, ornaments, decorative signs, and an endless variety of unique items.

Make any gift more personal - more special.

We can custom laser etch any inspirational, humorous, or loving message to create a truly unique one-of-kind gift. We have a full line of gift products to fit every occasion. We can also ship your gifts anywhere in the U.S.A.

Elevate and promote your corporate image.

Our custom laser-etched corporate gifts, awards, and promotional items are a great way to elevate your corporate branding. We work with you to present your corporate image in unique ways that will distinguish your brand and leave a lasting impression.

Preserve life's special memories.

We can custom etch your memories using pictures and text on granite, marble, slate, glass, acrylic, wood, and more. Our plaques and markers are suitable for indoors or outdoors. Let us create something beautiful to permanently preserve your most precious memories.

Create signs for indoors or outdoors.

We can make signs from plastic, slate, granite, marble, wood, glass, or even a bourbon barrel head. From small nameplates to large signs, control panels to seasonal decorations, we offer custom services and fast turnarounds.

Let's make something special.

If you have an idea of something you would like custom laser-etched, please call us at 800-438-2658. Together we can create something beautiful.

Take a minute to meet our team!

QUICK LINKS

[Visit Our Etsy Store](#)  
[Custom Order Form](#)  
[Shipping](#)  
[Returns](#)  
[Contact Us](#)  
[Privacy Policy](#)  
[Terms & Conditions](#)  
[Sitemap](#)

LOCATION

127 S Rowland Street  
Cassopolis, MI 49031  
Phone: 574.523.6595  
Toll free: 800-438-2658

DIRECTIONS

Member South Bend Regional Chamber of Commerce  
Member Cassopolis/Vandalia Chamber of Commerce  
Member Greater Elkhart Chamber of Commerce



Adjust introductory paragraph to target large scale projects.

Update top 3 -5 products to display large scale items.

Consolidate store gallery to display top products.

Move smaller scale items to a “catch-all” category or link to etsy store. The idea would be to have your website be the source to order large scale/photo etch and the etsy store be the source to order smaller items (tumblers, wine glasses, cutting boards, etc)

Use the “Custom Project Form” on each product page. This way they can submit an order request with out having to navigate away from your site (call or email).

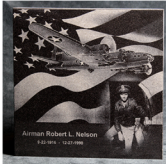
Make updates (if needed) on any of the product photos.

PRODUCTS

Below are samples of laser-engraved products we have done for customers. We can laser-engage on stone, marble, granite, crystal, glass, mirrors, acrylic, wood, leather, and leatherette. Barnwood is currently a popular material for commercial and residential signs.

We will work with you to customize the design you have in mind. Your creativity and imagination are limitless!

Before sending us images and photos, please check out what you need to know about photos for laser-etching. And know that many of our products are laser-etched natural materials such as wood, slate, granite, marble, quartz, and leather. Natural products contain variations in color, texture, grain, and shape. Small irregularities including chips, cracks, knots, and discolorations are to be expected and add to the uniqueness and beauty of the product.



Commemoratives & Memorials

- Granite service honor plaques
- Granite commemorative plaques
- Granite pet memorials
- Glass & acrylic pet memorials



Plaques & Awards

- Crystal & glass plaques & awards
- Wood plaques & awards
- Granite plaques & awards
- Acrylic plaques & awards



Cutting/Serving Boards & Trays

- Bamboo cutting boards
- Charcuterie boards
- Slate serving tiles & trays
- Barrel head serving trays



Insulated Drinkware

- Rock glasses
- Insulated tumblers
- Insulated mugs
- Insulated water bottles



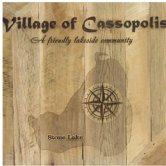
Glass Drinkware & Sets

- Rock glasses
- Wine glasses & stemless wine glasses
- Beverage & beer mugs



Personalized Wine Barrels & Heads

- Custom engraved wine barrels
- Barrel heads for display or taps
- Barrel head serving trays



Indoor & Outdoor Signs

- Indoor & outdoor wood signs
- Signs for interior design
- Barnwood signs



Glass & Mirrors

- Mirror signs
- Mirror memorial tiles
- Glass tiles



Holiday Gifts & Ornaments

- Holiday signs
- Crystal & acrylic ornaments
- Holiday cutting boards & serving trays
- Holiday glassware & glassware sets



Glass Cabinet Inserts

- Etched glass cabinet inserts
- Custom etched glass door inserts
- Frosted glass inserts



Pet Memorials

- Pet Memorial Ornaments
- Mirror signs
- Mirror memorial tiles
- Glass tiles



Special Occasion Gifts

- Holiday signs
- Crystal & acrylic ornaments
- Holiday cutting boards & serving trays
- Holiday glassware & glassware sets



Corporate & Executive Gifts

- Desk sets
- Engraved trays & plates
- Engraved coaster sets



Engraved Leather & Leatherette

- Mirror signs
- Mirror memorial tiles
- Glass tiles



Branded Marketing Gifts

- Holiday signs
- Crystal & acrylic ornaments
- Holiday cutting boards & serving trays
- Holiday glassware & glassware sets

QUICK LINKS

- [Visit Our Etsy Store](#)
- [Custom Order Form](#)
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DIRECTIONS



This can be confusing to someone shopping your site. I understand that this is where the customer can review blank items for their project, but when “Products” and “Products Catalog” appear right next to each other on the site, it can be confusing to figure out where they need to go to submit an order. I would suggest renaming one of the two pages “Store” and “Catalog” OR saving the product catalog to share once the customer makes a decision on the product they want from the “Products” page -- introduce the catalog once the conversation is started.

Another point to keep in mind is these product catalogs are third party links that take the customer AWAY from your website. If they are not paying attention, they will not notice this and may get lost in navigation.

I would propose to share the click book links with customers via email to make their catalog selection. I would either hide this “Product Catalog” page or remove it if you like the idea of this proposed order process:

- 1) Customer visits “Products” page and submits new quote form to inquire on the product. (The conversation between Bolt Laserworks and the customer starts here).
- 2) Bolt Laserworks is notified of the quote and makes contact with client either via email or phone call. This is where the product catalogs or flipbook links are shared with the client.
- 3) The client makes their catalog product selection.
- 4) The order goes into production.

## PRODUCT CATALOGS

1. Use the below catalogs to find a product and part number.
2. Use the contact form at the bottom of this page to let us know which catalog and part number(s) along with a description of what you want.
3. We will contact you if we have questions.
4. We will provide a quote.



### Corporate Awards Catalog

Bolt Laserworks provides premium laser-etched corporate awards and gifts at competitive prices. After you choose your award item from our extensive catalog, we will help coordinate the design and text to match your brand and logo.

SEE MORE



### Premier Acrylic awards

Our premier acrylic awards come in a wide variety of shapes and sizes. After you choose the style and thickness of the award, our experienced staff can help you choose a custom laser-etched design and text to coordinate with your brand or logo.

SEE MORE



### Glass & Crystal Awards

No matter the occasion, our custom laser-etched glass and crystal awards make beautiful and everlasting gifts. The experienced staff at Bolt Laserworks can help you choose the design and text to coordinate perfectly with your brand.

SEE MORE

## Contact Us

NAME	EMAIL
PHONE	CATALOG NAME
PRODUCT NAME(S)	PRODUCT NUMBER(S)
MESSAGE	

9 + 3 =

SUBMIT

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## CUSTOM WORK



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### CUSTOM WORK

Bolt Laserworks specializes in custom laser-etched creations. Since every project is unique, there is no standard price list for custom work. We have a full graphics department that can render your design (including text, artwork, logos, and pictures) into beautifully laser-etched projects. Your answers to the following questions will help us to provide you with an estimate for your project. Please be sure to include your e-mail address and contact phone number.

If you prefer to speak to someone, please feel free to call us toll-free at (800) 438-2658 weekdays from 9 am -5 pm (Eastern time).

#### DO NOT text us - this is a landline.

To ensure accuracy we require your approval for custom graphics. After we have an accurate understanding of your project, we may send you an invoice for the GRAPHIC PROOF deposit before proceeding. This deposit is refundable if you do not approve our graphic design. If you approve the design your deposit will be credited towards your purchase.

**NOTE:** Many of our products are laser-etched natural materials such as wood, slate, granite, marble, quartz, and leather. Natural products contain variations in color, texture, grain, and shape. Small irregularities including chips, cracks, knots, and discolorations are to be expected and add to the uniqueness and beauty of the product. Thank you.

### CUSTOM PROJECT FORM

Please select the material for your project (required\*).

☐ Wood ☐ Glass ☐ Acrylic ☐ Granite ☐ Marble ☐ Slate ☐ Leather  
☐ Metal (We can etch metal, but not cut)

Please provide a brief description of your project (required\*).


Please describe the approximate size and shape of your project (required\*).

If you have seen a product similar to your project on our website or another website simply copy and paste the URL here along with any comments you have:

Provide the text for your project including name(s), date(s), title, message. Please be sure that your spelling, punctuation, and dates are correct. You will be provided the opportunity to select different fonts on the proof. (required\*)

What is your budget for this project? (required\*)

What is your deadline for this project? (required\*)

mm/dd/yyyy 

Full Name (required\*)

Email (required\*)

Phone (required\*)

If your project requires shipping, please provide shipping address: (optional)

How do prefer we contact you? (select\*)

☒ Phone ☐ E-mail

Please attach digital files including artwork, logo, images here.

File size can be no more than 10MB, file types jpg, png, gif, docx, ai, svg, dxf, and pdf. If your picture files are larger than 10MB please call us at 800-438-2658 for an alternative file transfer procedure.

No file chosen

#### QUICK LINKS

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Simplify the text to shorter paragraphs.

Move this information to FAQ page.



## WHAT YOU NEED TO KNOW ABOUT PHOTOS FOR LASER ETCHING

We frequently etch photos on a variety of materials including granite, slate, marble, acrylic, wood, and glass. Etching photos can produce beautiful, stunning memorials, awards, and gifts. However, not all pictures are ideal for etching. Please read the following to better understand how to pick and submit a picture.

The old adage (garbage in, garbage out) applies to pictures for laser etching. Our talented graphics staff is skilled at preparing images for etching, but we are not magicians. The better the quality of the original, the easier it is to prepare it and the better the outcome. Following are general rules for selecting and providing pictures to us for etching.

- **NOTE:** Many of our products are laser-etched natural materials such as wood, slate, granite, marble, quartz, and leather. Natural products contain variations in color, texture, grain and shape. Small irregularities including chips, cracks, knots, and discolorations are to be expected and add to the uniqueness and beauty of the product. Thank you.
- Higher quality pictures always produce better-finished results. We understand that high-quality pictures are not always available. In cases where picture quality is questionable, we will look at what you have and give you an honest opinion of what we can do with it before proceeding. We want you to be happy with the final product.
- Select pictures that are in focus (sharp definition) and have good contrast, with good definition throughout. Avoid pictures with washed-out light or darkened shadow areas. Pictures with contrasting backgrounds and simple backgrounds are easiest to crop around the subject. Avoid small subjects. Even in high-resolution pictures, subjects at a distance will produce lower resolution results when zoomed and cropped for editing.
- Scanned pictures and born-digital pictures (pictures from a digital camera or phone) should be saved in the highest resolution possible. If you are scanning a photo you should scan at a minimum of 300 to 1200 DPI. A minimum scanned image size of 5 x 7" and 300 DPI is suggested. Image files should be sent to us by e-mail. Photos sent as text attachments are reduced to low resolution and usually are not suitable. Image files should be submitted in JPEG, PNG, TIF, or GIF formats. Please avoid PDF file format which compromises image quality for editing.
- If the image (picture or negative) you want us to etch is an original, you can send it to us and we can scan it. Contact us for mailing instructions and package it carefully to protect it. We will scan and edit your original for etching and return it with the finished product.
- The type of material and design will dictate whether your project will be etching in a positive or negative orientation (I.E. light etched image on a dark background or dark etched image on light background).
- We will e-mail a proof representation of the final design for your approval before the actual etching is performed.

If you have questions, please call us at 574-522-6575 or toll-free at 800-438-2658 / (800-GET-BOLT).

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Move to FAQ Page



HOME ABOUT PRODUCTS PRODUCT CATALOGS CUSTOM WORK CONTACT ETSY STORE THEMED GIFTS

TRADEMARKS & COPYRIGHTS

Use of Copyrights and Trademarks

Bolt Laserworks respects the rules and laws governing the use of copyrighted and trademarked materials. This applies to protected logos, trademarks, and artwork that we may be asked by our customers to use in custom laser etching and cutting services.

We understand that our clients may have marketing authorization to use trademarked materials for the products and services that they sell or represent. That said, we may ask a customer to confirm that they have the authorization to use specific graphics before proceeding.

Click here for more information regarding the use of logos and trademarks: <https://www.upcounsel.com/permission-to-use-logo>

Click here for more information regarding the use of copyrighted material: <https://www.copyright.gov/help/faq/>

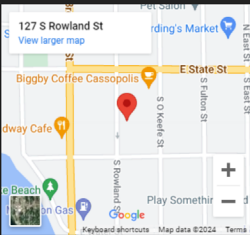
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DIRECTIONS





CONTACT US

Add Phone Numbers, address,  
maybe owner names again?



HOME ABOUT PRODUCTS PRODUCT CATALOGS CUSTOM WORK CONTACT ETSY STORE THEMED GIFTS



CONTACT US

NAME	EMAIL
PHONE	SUBJECT
MESSAGE	
10 + 2 =	
SUBMIT	

Hours

Monday – Friday  
9:00 am to 5:00 pm

Saturday  
9:00 am to 1:00 pm

Closed Sunday

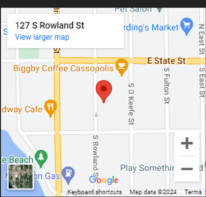
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DIRECTIONS



Move to FAQ Page.



SHIPPING

**Domestic Shipping:** We only ship within the continental United States, and all domestic shipping is free.

Standard in-stock orders will ship within 1-3 days from the time of the order, usually by USPS Priority mail (2-3 day shipping).

Custom items ship within 1-5 business days from order or upon final artwork approval where required.

In some cases, depending on product size and destination, your order may be shipped by UPS or FedEx. Please always provide us with specific and accurate shipping address information so that we can ensure that your package arrives to you as soon as possible.

**Customer Responsibility:** We ship orders promptly to the address specified by the customer. We furnish tracking information by email at the time of shipping. It is the responsibility of the customer to ensure that the address information, e-mail address, and phone number are accurate and that provisions are made to ensure that the delivery is securely received from the carrier indicated. We cannot be responsible for incorrect information provided in orders or losses of shipments that have been verified by the carrier to have been correctly delivered.

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DIRECTIONS



Move to FAQ page (including the return contact form).

RETURNS

Customized products are not returnable.

No returned product will be accepted without prior authorization.

To request authorization fill out the Contact Form on this page. Including your date of purchase, invoice number, and reason for requesting the return authorization. Items must be unused, complete, and in the same condition that you received it to qualify for return credit. A 20% restocking fee may apply to returns.

**REFUNDS (where applicable)**

Once your return is received and inspected, we will send you an email to notify you that we have received your returned item. We will also notify you of the approval or rejection of your refund. Once approved, your refund will be processed, and a credit will automatically be applied to your credit card or original method of payment, within 5 business days.

**CLEARANCE and SALE ITEMS (if applicable)**

Sale items will be refunded at the purchase price paid. Clearance items are final and cannot be refunded.

**GIFTS**

If the item was marked as a gift when purchased and shipped directly to you, you'll receive a gift credit for the value of your return. Once the returned item is received, a gift certificate will be mailed to you.

If the item wasn't marked as a gift when purchased, or the gift giver had the order shipped to themselves to give to you later, we will send a refund to the gift giver and he will find out about your return.

**RETURN SHIPPING**

To return your product, you should mail your product to:

**Bolt Laserworks**  
127 S Rowland St  
Cassopolis, MI 49031

The return authorization number must appear on the address label.

You will be responsible for paying for your own shipping costs for returning your item. Shipping costs are non-refundable and we recommend insurance on returned items as we will not be responsible for return shipping damage or loss.

Name

Email

Phone

Message

2 + 13 =

Lorem ipsum

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At a quick glance, this is a duplicate appearance of the product page and can be confusing. If we simplify the product page to feature large scale and photo etch, then this variation of the product page will no longer be needed.

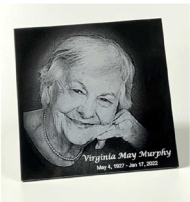


SITEMAP

At Bolt Laserworks we strive to provide our customers with the finest laser-etched products. Our creative and experienced staff is here to help you bring your designs to life.

Our website is structured for you to search by product categories. Some people will find it more expedient to search by the product materials we use. To that end, our sitemap page is laid out to allow visitors to our website to search by the materials we most often laser-etch for our customers.

Still, if you do not see the type of item or material you are looking to personalize, please call us at 800-438-2658 between 9 am and 5 pm (ET) or complete our [custom product form](#).



Laser-etched Wood Products

- Plaques & awards
- Wine & beverage barrelheads
- Bamboo cutting & serving trays
- Coasters & holder sets
- Cutting & serving tray sets (glassware)
- Charcuterie boards
- Indoor & Outdoor signs



Laser-etched Acrylic Products

- Plaques & awards
- Commemoratives & memorials
- Holiday ornaments
- Pet memorial ornaments



Laser-etched Glass Products

- Glassware
- Wine & liquor service sets
- Decanters
- Corporate & executive gifts
- Windows & partitions
- Glass cabinet door inserts
- Holiday ornaments



Laser-etched Metal Products

- Insulated drinkware
- Beverage bottles
- Indoor & outdoor signs
- Plaques & awards



Laser-etched Glass & Mirror Products

- Mirror tiles
- Memorial tiles
- Commemorative tiles
- Corporate & executive gifts
- Bar mirrors
- Backsplash mirrors



Laser-etched Slate & Granite Products

- Monogrammed serving tiles
- Serving trays
- Beverage sets
- Corporate & executive gifts
- Plaques & awards
- Commemoratives & memorials
- Coaster & holder sets
- Pet memorials



Laser-etched Marble & Stone Products

- Monogrammed serving tiles
- Corporate & executive gifts
- Plaques & awards
- Commemoratives & memorials
- Coaster & holder sets
- Pet memorials



Laser-etched Leatherette Products

- Corporate & executive gifts
- Key fobs
- Flasks



Insulated Metal Drinkware

- Insulated mugs
- Insulated tumblers
- Insulated beverage bottles
- Insulated beverage holders
- Corporate & executive gifts

VISIT BOLT LASERWORKS ETSY STORE

QUICK LINKS

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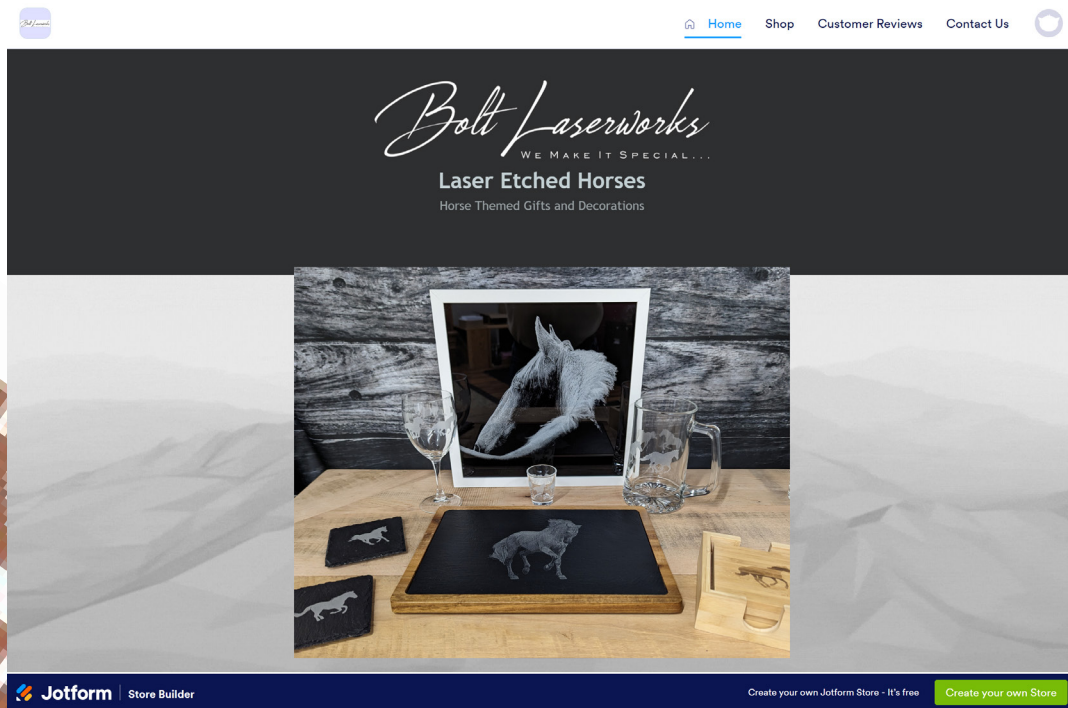
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DIRECTIONS

## THEMED GIFTS

I would suggest removing this.

It's a third party site that takes visitors off of your home site and these items can be found on your etsy site (if I am not mistaken).



## CURRENT NAVIGATION

*Bolt Laserworks*  
MAKE IT PERSONAL....

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## NEW NAVIGATION

*Bolt Laserworks*  
MAKE IT PERSONAL....

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