

# Clarity

Premier Windows Software for Jewelers™

## PRODUCT INFORMATION



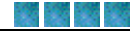
WHY COMPROMISE? WHEN THERE IS CLARITY



94 Church Street-Suite 301 New Brunswick, NJ 08901  
Tel: (732) 249-1000 Fax: (732) 249-1711  
<http://www.artisancc.com>

## WHAT IS CLARITY?

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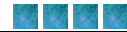
Clarity: Premier Windows Software for Jewelers is a fully integrated business management software package designed specifically for business people who are Jewelers. Clarity is truly a feature rich system, and our clients initiated many of those features. The benefit is a system that assists you in managing your business from both strategic and operational perspectives. Our driving philosophy is *deliver value*: the best software and the best support.

Clarity was designed to be easy to use, intelligent, and data-aware. Thanks to friendly point and click screens, it is not necessary to be an “expert” in order to use Clarity. Brimming with unique, powerful features that are designed to enhance functionality, Clarity gives the user virtually instant access to valuable information when and where it is needed – quickly and accurately.

Clarity: Premier Windows Software for Jewelers comes with ALL features built right in, and our technical support is second to none! Clarity is truly a precision “tool” that gives you the ability to manage your business with ease and accuracy.

## THE ARTISAN PHILOSOPHY: TOTAL QUALITY

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Power in features and simplicity in operation. Period. No matter how advanced a system is on the inside, the user should never be bombarded by operational details. Clarity is designed to be used by Jewelers, merchants and clerks - real people. Information on Clarity’s screens is presented concisely and accurately, responding crisply and intuitively. Clarity sets a new standard for computer programs. This is a system that is easy to use for beginner and expert alike. Clarity responds to your commands exactly the way you would expect: with intelligence - quietly assisting you in everything you want to do. Clarity is the Jewelry Industry software for those who want to get it right the first time.

On the following pages you will see some of Clarity’s screens and read about features that will help you manage your business. We thank you for considering Clarity: Premier Windows Software for Jewelers.

Please give us a call with any questions at all, and to discuss how to get Clarity on your side!

## Customers



- **Customer Database** with handy fields such as ring size, spouse's birthday and anniversary. Customers can be categorized and sorted by "keywords" in addition to all the other demographic information. Targeted mailings are a snap!
- **Other Yearly Occasions** is used to record any other date-driven event that you might wish to report on later.
- **Duplicate Customer Screening and Merge** - based on similar looking sounding names and addresses - prevents duplicate mail to same address and
- **Phonetic Searches** - no need to know correct spelling of customer name!
- **SmartJumps** to customer's activities (sales slips, store credit, layaways, etc.). This is no small switchboard; it allows you instant access to all of the customers past and current transactions!
- **Wish List** - target mailings to customers with particular items on their "Wish Lists"! Perfect for calling Mr. Smith to let him know that you know *exactly* what Mrs. Smith would like for their anniversary (which, by the way, is coming up in two weeks)!
- **Mail Flag** - for use when customer would prefer no mail
- **VIP Flag** - keep track of your best customers, for targeted mailings.
- **Source Field**- track which promotions and mailing lists attract the most customers

**Customer Detail**

Save New Find Delete History Jobs Layaways House Account Store Credit Documents Envelope Home Exit Help

Last: **Valued** First: **Customer** MI: Title: **Ms.** Phone #'s: Home: (732) 249-1000 Work: (732) 249-1000 Fax: (732) 249-1711 Cell: First Sale: Last Sale: Entered: 1/3/02 Updated: Spent \$: \$0.00

Address: **94 Church Street** Mail:  VIP:  Keywords:

City: **New Brunswick** State: **NJ** Zip: **08901** Country: Birthday: **Jan 1** Ring Size (L): **7.00** (R): **7.50**

Addr Type: Regular:  Shipping:

Spouse: Last: **Valued** First: Title: **Mr.** Work Phone: (732) 249-1000 Birthday: **Aug 1** Anniversary: **Aug 3** Ring Size (L): **8.00** (R): **9.00**

Other Yearly Occasions: Type: Date: Description: OK Cancel

Comments: **A great customer!** Usual Salesperson: Usual Discount %: Insurance Agent: Next Reminder Date: Reminder: Tax ID #: Amounts Owed: Layaways: \$0.00 Jobs: \$0.00 House Acct: \$0.00 Store Credit: \$0.00 Total Bal.: \$0.00

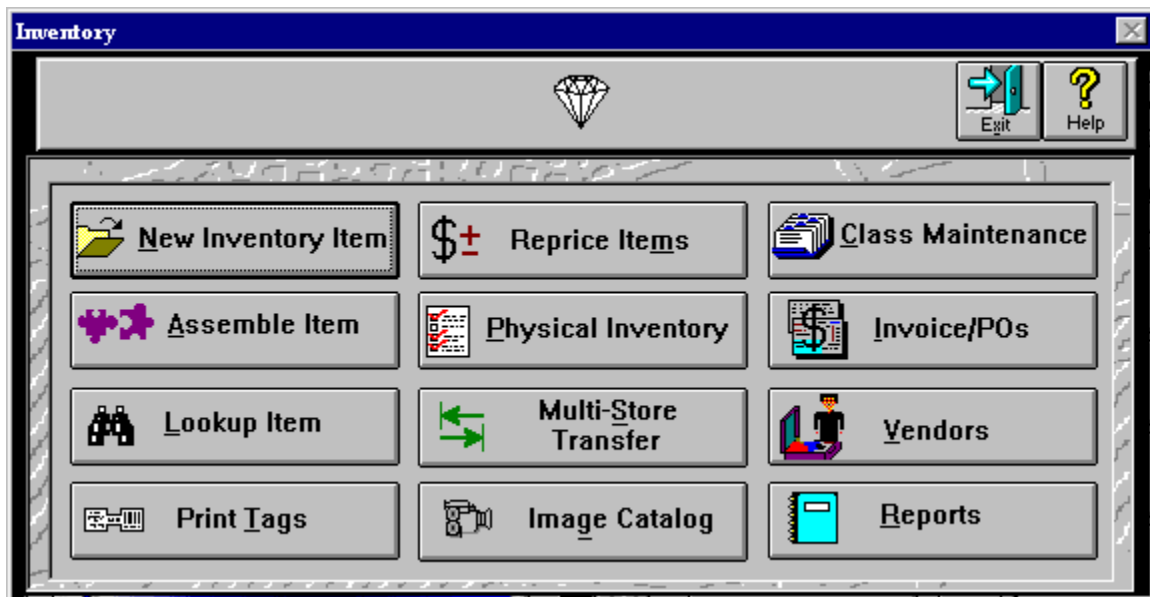
Email: Source: **Wish List**

### CUSTOMER DATA WINDOW

## Inventory



- **Inventory Database** with full stone, watch and chain details.
- **Assembly / Disassembly** for items built from other, inventoried items. This is really intended for simple assemblies, like center stones and mountings. If you are manufacturing more complex jobs with many components and delivery dates, subcontractor bags, etc, you'll want to take a look at our Jobs areas.
- **Major & Minor Classes** - user defined; customizable markup percentages, etc.
- **Class Combinations** - data entry is automatically customized for items with common major/minor class combinations that require different information, i.e. loose stones, chains, item tracking by quantity, by weight or both.
- **Parcels** may be tracked and priced by weight, quantity or both are handled easily.
- **Optionally Serialize** Items or track quantity / weight greater than one per SKU.
- **Item History** - Everything that has ever happened to an item. From log entries you can Smart-Jump to the appropriate transaction, i.e. Invoice, Memo, etc.
- **Tag Printing with Bar Codes** - customizable format and content. You can even print the retail prices for your customers.
- **Item Re-pricing** – by individual item, or change pricing for an entire class, for example all Silver Earrings - then instantly re-print tags for all re-priced items!
- **Physical Inventory** is a snap with bar code reading and reconciliation reports!
- **Imaging** - Capture and display pictures of your Inventory!
- **Multi-Location Inventory Transfer** - Transfer items between locations without re-typing. Perfect for tracking trunk show and traveling salesperson inventory.
- **Invoices & Purchase Orders – (Payables)**: Clarity has re-order capabilities and purchase orders can be “rolled into” invoices to save data entry.



### INVENTORY MAIN MENU

# Artisan Computer Craftsmanship, Inc.

94 Church St. Suite 301 New Brunswick, NJ 08901 732-249-1000

Item Number: 10-5-3

## Sapphire and Diamond Ring

Retail Price: \$6,000.00  
Wholesale Price: \$3,000.00  
Cost:

Major Code: 10

Minor Code: 5

Major Name: Ladies Rings

Minor Class Sapphire

On Hand: 3

On Order: 1



10-5-3

Item Number: 10-8-15

## 14K Diamond Anniversary Band

Retail Price: \$4,200.00  
Wholesale Price: \$3,000.00

Cost:

Major Code: 10

Minor Code: 8

Major Name: Ladies Rings

Minor Class Diamond

On Hand: 15

On Order: 0



10-8-15

Item Number: 10-8-5

## Diamond Engagement/Wedding Band Set

Retail Price: \$15,000.00  
Wholesale Price: \$12,000.00

Cost:

Major Code: 10

Minor Code: 8

Major Name: Ladies Rings

Minor Class Diamond

On Hand: 5

On Order: 2



10-8-5

Item Number: 15-7-6

## 14K Men's Wedding Band

Retail Price: \$3,000.00  
Wholesale Price: \$1,500.00

Cost:

Major Code: 15

Minor Code: 7

Major Name: Men's Rings

Minor Class 14K Gold

On Hand: 12

On Order: 5



15-7-6

**Inventory Detail: Engagement Rings (20) / Diamond (25)**

Save New Find Reorder Delete History Updates Document Tags Updates Allowed Home Exit Help

Inventory Number: **20-25-6** Old Inv. Number: **Tracked by Quantity.** Item Components:

Primary Material:

14K Yellow Gold  
 18K Yellow Gold  
 Sterling Silver  
 Platinum  Other

Custom Item?   
Memo Item?   
Due Back:   
Consigned   
Partnership?

Qty in Stock:   
On Layaway/Job: 0 / 0   
On Order Qty:   
Model Qty:   
Reorder Qty:

Item:  **PL ERG DM LDS 6 mm wide  
1 SQ D D WVST**  
Ladies Engagement/wedding band set



Item Weight:   
Unit:   
Style:  Ladies  Gents  Unisex  None  
Ring Width: (mm.)   
View:  Pricing  Notes

Invoice Information:

Vendor:  Buyer:   
Last Received:  Last Sold:   
Vendor Invoice #:  Style/Model #:  Serial:

Per Qty Cost:  Adjusted Cost:   
% Markup:  Lowest Retail:   
Per Qty List Price

### INVENTORY DETAIL WINDOW

- Records and Displays extensive inventory information.
- Required / Available data field setup information is customizable per Major/Minor class combination.
- Cost Information (as displayed above) is optionally hidden and password protected. 
- SmartJumps to item tag printing, item reorder, complete history.
- Detailed stone, watch and chain information available behind special buttons with flag indicators.
- Multiple Images of an inventory item may be “snapped” and stored. A flag appears next to the “camera” button when an item has associated images.
- Item history toolbar button provides list of all activity on the item - original order, receipt in the store, sale to customer, etc. From history, the user may even SmartJump to display any associated purchase order, invoice, memo, etc.!
- As with most data windows, mode may be either “Updates Allowed” (data-entry) or “Read-Only” (data lookup). Unlock using the “Updates” toolbar button and a suitable password (if running with security). Bottom line is that only authorized users can make changes. 
- Descriptions: Automatically built as attributes are entered, or may be manually entered.
- Item cost/price and inventory tracking can be done by quantity, weight or both.

**Stone Definition (ST1)**

**Stone Definition:**  Item's Inventory #: **10-25-4**  Diamond  Paper  
 Stone's Inventory #: **10-25-4** Quantity: **1**

Stone Description: Item:  ?

Carats:  Measurements:  mm X  
 mm X  
 Deep

**Color:**  D  E  F  G  H  I  J  K  L  M  N  O  P Other:

**Clarity:**  FL  IF  VVS  VVS2  VS1  VS2  VS  SI1  SI2  SI3  SI  I1  I2  I3

Round	Oval	<b>Marquise</b>	Radiant	Old European	Rose
Pear	Heart	Triangle	Rectangle	Old Mine	French
Square	Emerald	Trillion	Square Emerald	Princess	Calibre
Single	Baguette	Cushion	Tapered Baguette	Other	

Certified By:  Certificate #:  Date Certified:   
 Our Report #:

Table Percentage:  Crown Angles:   
 Depth Percentage:  Girdle Thickness:     
 Crown Height:  Culet Size:     
 Pavilion Depth:

AGS Scale:   
 Cut Grade:   
 Color Grade:   
 Clarity Grade:   
 Length/Width Ratio = 1.02  
 Avg Diameter = 3.98

**More Below...**

**SAMPLE STONE DEFINITION WINDOW (DIAMOND)**

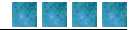
- Stones are defined in detail with easy-to-use point-and-click windows
- Specific windows for the six standard stones types: Diamond, Colored Stones, Opals, Pearls, Change-of-Color Stones, and Cat's Eye/Star Stones.
- Stone (and inventory) description summary automatically calculated and the new information is added to the item description field.
- Print parcel-paper labels for loose stones on a label printer:

**2.43 MQ G VVS1** 10-25-4

**GIA**

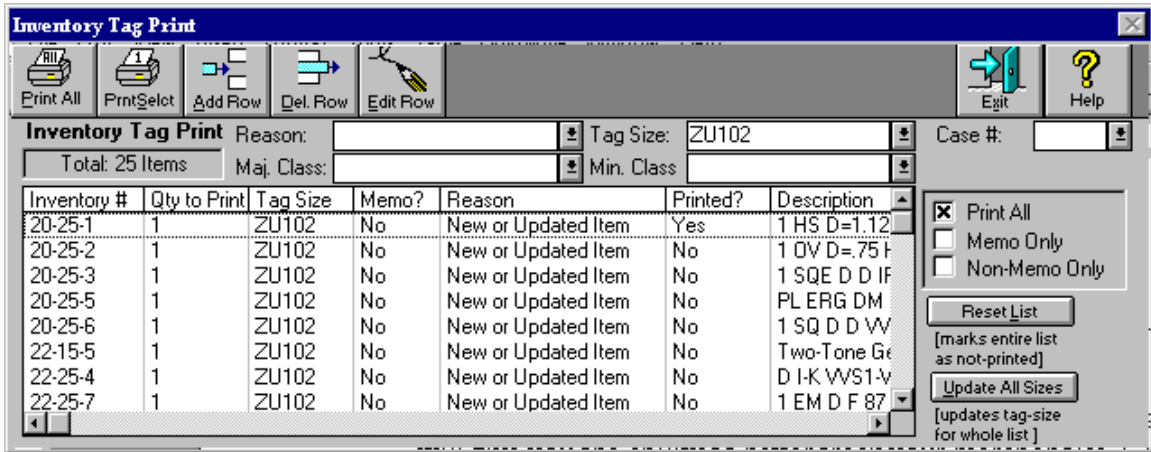
GIA 1234567890 4.01 x 3.95 x 3.00

Dep: 78 Tab: 78 Grd: TH Qty: 1  
 Pol: G Sym: G Cul: S ctw: 2.43  
 Flr: SL



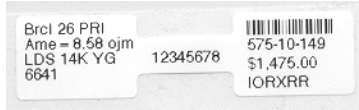
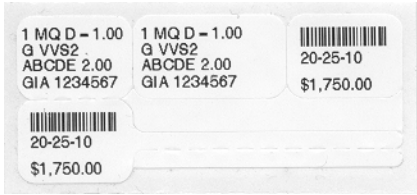
Tag printing and scanning is one of the many useful features in Clarity. Printing tags will give you the ability to better control your merchandise. Clarity makes tag printing and scanning easy to do - on all the most popular printers and scanners used in the Jewelry industry. Customers get the most efficient and accurate service. Physical inventory is a snap. Bulk inventory transfers from head office to traveling salesperson or trunk show inventory. For Clarity Manufacturing, jobs can even be built by scanning bar codes.

Below you will see the 'Inventory Print Tags' screen. This is where you will print your tags.



**INVENTORY PRINT TAG SCREEN**





Just a few scans of tags printed from Clarity. We support EVERY format that Kassooy and Arch Crown (and others) supply.

Clarity supports any printer that uses Zebra, Eltron, Intermec or Datamax programming languages (which pretty much covers virtually all of the printers in use in the jewelry industry).

## POINT OF SALE



- **Sales Slips** supporting Sales, Layaways, Custom and Repair Jobs, Returns, user-defined transactions, etc. Inventory items may be entered by keyboard or automatically via bar code reader. Slip numbering and printing are configurable.
- **SmartJumps** from Sales to Customer, Inventory, Layaways, Jobs.
- **Discounts** - by dollar or percentage, discount calculator tool makes calculating profit easy.
- **Daily Closeout** with full accounting report for the day's business totals.
- **Paused Slips** - ability to pause entry of one sales slip to begin another. Especially helpful during peak busy periods while waiting for credit card authorization.
- **Related Slips** - combine related sales slips into a group, sharing payment methods if desired.



POINT OF SALE MAIN WINDOW

**Point of Sale \* NEW SALE \***

Customer Inventory Jobs Accounts Document Exit Help

Salesperson: AS Date: 01/03/2002 4:01:40 PM No Mail or Phone?

Item Number	Description	Price
20-25-6	PL ERG DM LDS 6 mm wide 1 SQ D D V	\$4,500.00

Mr. and Mrs. Valued  
 94 Church Street  
 New Brunswick, NJ 08901  
 Phone (H): (732) 249-1000  
 Phone (W): (732) 249-1000

Ship To:

Ship Via: [ ]  
 Track #: [ ]  
 Print Which Address?: [ ]  
 Notes [hidden]: [ ]

Notes [printed]: [ ]

Subtotal:	\$4,500.00
Tax:	\$270.00
Shipping:	\$0.00
Total:	\$4,770.00
Amt. Pd.	\$4,770.00
Balance:	\$0.00

F1 Help F2 Next Section F3 Discount F4 Tax F5 Payments F6 Pause F7 Related Slip F8 Item Select F9 Row Delete F10 Qty/Weight F11 Return

**POINT OF SALE 'NEW SALE' WINDOW**

**Point of Sale Payments**

Enter Method(s) of Payment and Press Done to Confirm Entry of the Following Sale:

Mr. and Mrs. Valued Phone (H): (732) 249-1000  
 94 Church Street Phone (W): (732) 249-1000  
 New Brunswick, NJ 08901

**Amount to be Received: \$4,770.00**

Method of Payment: Full

Method of Payment	Card/Check/Ref Number	Expr Date	Auth Number	Amount
Cash				\$4,770.00

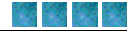
Amt Received: \$4,770.00  
 Remaining: \$0.00

Print Slip(s) Print Gift Receipt?  Done Cancel

Print Envelope(s)

**POINT OF SALE 'PAYMENTS' WINDOW**

# REPAIRS AND JOBS



- **Repair and Custom Job Database** with useful fields including job progress and date tracking.
- **Job Part Tracking** (“Parts” button) with automatic creation of, and SmartJump to, associated purchase orders, if needed.
- **Job Envelope Printing** simply by clicking a toolbar button.
- **SmartJumps** to Customer Window, Sales Slip for Job Payments, and payment history to track multiple deposits on job.

**Job Information**

Save New Find Delete Envelope Print Other Envelope Custom Sales Slip Documents Updates Updates Allowed Home Exit Help

**Job Number:** R-6 Engagement Rings / Diamond

Salesperson: AS No Mail or Phone for Job?  Estimate from:  to:

Items Received: Diamond engagement ring Actual Price:  (before tax) Non-Taxable?  Payment History

Instructions: resize ring

Date Opened: 01/03/2002 4:07:14 PM Date Promised: 01/15/2002 [\$ Paid to Date (w/tax): \$0.00] Completed?  Date:

Responsible: Gem City Assigned/Sent Out: 01/02/2002 Inspected By:

Item Major Class: 20 Minor: 25 Ring Size: 7 Stated Value:  Customer Last Notified:

Comments: Please resize ring from a 7 to a 6.5 Job Cost:  Picked Up?  Date:

**Job Parts & Actions:**

Category	Type	Description / Instructions	Qty	Wt.	Unit	Ordered	Due	Completed	Price	Cost	Vendor	Style #
L	Ring Resize	resize	1	2.0	g.				\$5.50		Gem City	ADF1234
*			1									

Job Bag Component Env

## JOB INFORMATION WINDOW

**R-21**



Opened: 8/27/02 Last Update: 11/05/2002 5:05:32 PM  
 Promised: 9/2/02  
 Received By: JD  
 Responsible: Sam

**Jill Anderson**

Flemington, NJ 08822

(908) 555-4925 (H)

Items Received:  
 LDS ENG RNG w/ ctr=2.35 marquis + 6 rd  
 (appr. .50)

Stated Value: \$2,856.00

**Instructions:**

remount ctr stone, check sides, clean up  
 I'll add some additional information in here so  
 that we can see what happens when it  
 overflows the allocated space for the printout.

**R-21**



Opened: 8/27/02 Last Update: 11/05/2002 5:05:32 PM  
 Promised: 9/2/02  
 Received By: JD  
 Responsible: Sam

**Jill Anderson**

Flemington, NJ 08822

(908) 555-4925 (H)

Items Received:  
 LDS ENG RNG w/ ctr=2.35 marquis + 6 rd  
 (appr. .50)

Stated Value: \$2,856.00

**Instructions:**

remount ctr stone, check sides, clean up  
 I'll add some additional information in here so  
 that we can see what happens when it  
 overflows the allocated space for the printout.

**R-21**



Cust: Jill Anderson Rcv: JD Resp: Sam  
 Open: 8/27/2002 (908) 555-4925 (H) Updated: 11/05/2002 5:05:32 PM  
 Due: 9/5/2002  
 ID: Ordered Due: Complete Resp.  
 5 11/5/02 11/8/02

just another one to take up space to see if there is enough  
 room  
 4 10/18/02

final inspection



10/18/02 Daniel B

3 ABC123 - I am making this description really, really long  
 to see how it comes out on the Job-bag part of the print  
 out to see how it all fits in there. I cannot imagine  
 someone typing more than this!

2 8/27/02 9/1/02 8/27/02

Polishing polish, clean, inspect remount

1 8/27/02 8/29/02 8/27/02

Setting reset ctr stone

Items Received: Stated Value: \$2,856.00  
 LDS ENG RNG w/ ctr=2.35 marquis + 6 rd (appr. .50)

**Instructions:**

remount ctr stone, check sides, clean up  
 I'll add some additional information in here so that we can see what  
 happens when it overflows the allocated space for the printout.

R-1765 8/27/02  
JD Due 9/8/2002

Jon and Alyssa Siegel  
94 Church St  
Suite 301  
New Brunswick, NJ 08901

Received: 1 ladies eng rng with one ctr  
stone approx 1.25 ct and 6 rnds

Instructions: remount center stone and  
check sides  
Promised: 09/10/2002



*COSTAR "ENVELOPE"*

Job Part ID: 19  
Vendor:  
Responsible:  
Phone:  
Ordered: 08/27/2002  
Due: 08/28/2002  
Completed:

Job #: R-1765  
Responsible: Mike

Description / Instructions:  
and inspect setting



*COSTAR COMPONENT BAG*

Job #: R-1765      Opened Date: 8/27/02  
Style:      Due Date: 9/10/02  
Qty:      Customer P/O #:  
Cust: Jon and Alyssa Siegel      Order #:

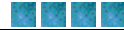
ID:	Ordered	Due:	Complete	Responsible
20				
Prong Laser Weld - retip 1 prong				
19	8/27/02	8/30/02		
Polishing				
18	8/27/02	8/29/02	8/27/02	Daniel Barak
Setting remount ctr stone				

*"GENERIC" JOB BAG*

R-1765  
Jon and Alyssa Siegel

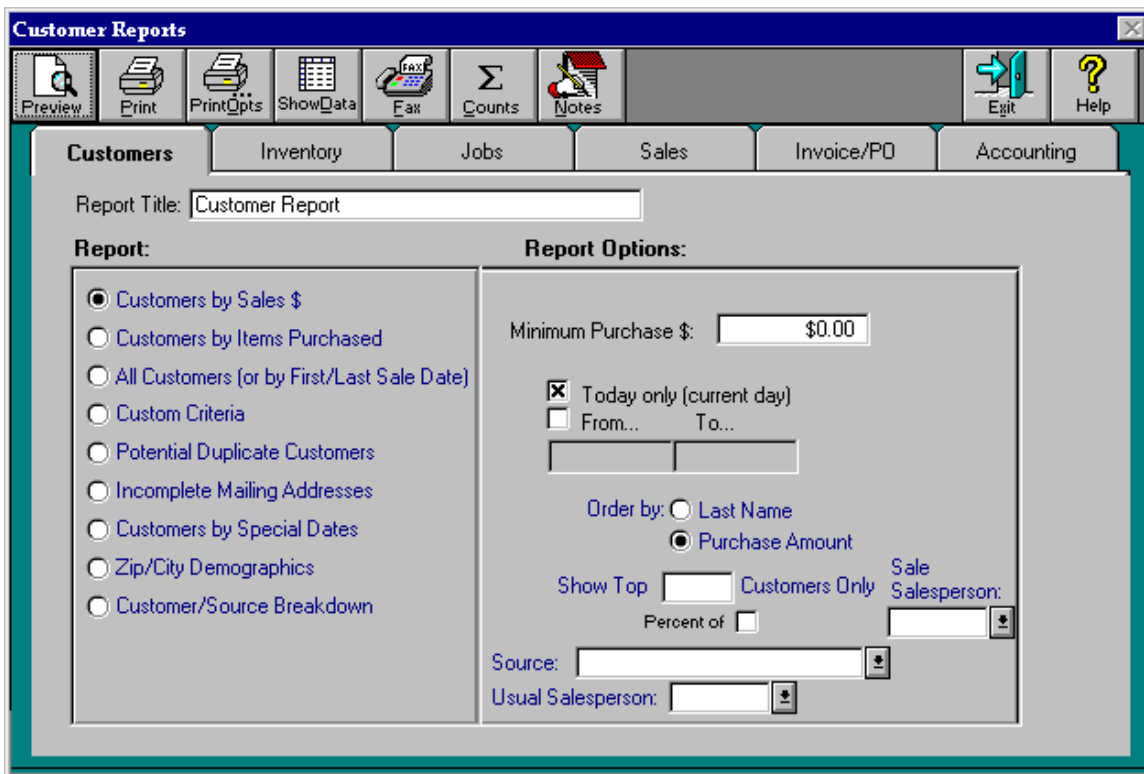
Inv #	Type	Weight	Cost	Completed
	Prong		\$5.00	
	Polishing		\$15.00	
	Setting		\$25.00	

*COSTAR JOB BAG*

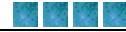


The next several pages are sample reports that Clarity produces. Clarity has many reporting capabilities. Basically you can report on just about anything! Each report printed from Clarity will have a vast amount of accurate information.

Each section of Clarity has a 'Report' button. The 'Report' button has been placed on just about every screen for convenience. If you are in the sales area of Clarity you will be able to print "Sales Reports", if you are in the inventory area you will be able to print "Inventory Reports". From the main screen of Clarity you can access every report in an easy to understand format.



**CUSTOMER REPORTS WINDOW- ACCESSED THROUGH THE MAIN SCREEN OF CLARITY**



Clarity has many, many features that will help you to maintain a completely organized, efficient, and safe business. The features that are in Clarity were recommended by our clients, Jewelers, just like you over the last ten years.

The features listed below are just a small sample of what you will be getting when you purchase Clarity!

**Friendly Windows** with pictures, standard toolbar buttons, and controls leverage the Microsoft Windows friendly, "Point and Click" user interface.

**Context-Sensitive Help** is always available via the "F1" key or by clicking on the Question Mark button on any window!

**SmartJumps** enable a direct jump to a different Clarity sub-system, in order to display information related to the current window.

**Automated System Reminders** alert the user to situations requiring attention enabling a SmartJump to the appropriate subsystem, for example, "Invoices with Payments Due"

**Backup** Instant data backup from a click of a button on the Main Window

**Security Subsystem** Clarity boasts a fully customizable security system. Sensitive functions and Windows are protected by security checkpoints, which may be activated or deactivated based on the security needs of the store. Individual users are assigned User Names and Passwords, and permission is granted or denied for each checkpoint. The administrator can initially assign checkpoint permissions based on a set of standard Security "Templates" - i.e. "salesperson", "manager", etc. Two security schemes available: "standard" and "easy".

**Microsoft Office Suite Application** data sharing: Export Data to Excel where it may be graphically displayed. Send Reports to Word where they may be manually customized. Merge Mailing List Data with Word letter templates.

**Item Imaging** Easily "snap" or display pictures of inventory items

**Item History** instantly displays a log of all of an item's key events: Add to Inventory, Sale, Return, etc. - with SmartJumps to associated Invoices, Slips, etc!

**Customer History** instantly display a log of all a clients previous purchasing history

**Store Wide Sales** based on individual sku numbers, Major Class, Minor Class or both.

**Gift Certificate** tracking by user defined reference number

**Gift Receipts** printed at time of purchase

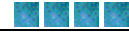




When you purchase software from Artisan Computer Craftsmanship, Inc. you really do get more than simply a CD-Rom with millions of bits of wonderfully useful Windows programming. You are also getting access to professional computer consultants, skilled in a wide variety of fields applicable to business systems in general and the jewelry industry in particular. We are here to help advise you on your software/hardware/networking/Internet issues, as well as to help you get up and running successfully and profitably.

We know how important it is to be there when you need us that is why we offer “world-class” support at reasonable prices. We also offer a number of different support plans because we know each one of our clients has different needs.

For more information contact our sales department, (732) 249-1000 ext. 6, Monday-Friday, 9:30 am- 5:30 pm eastern standard time.



Businesses cannot afford sloppy bookkeepers or untrustworthy employees. By the same token, Jewelers should not entrust their important business information to a computer system that is anything less than “Industrial Strength”. As you can well imagine, the success of implementing a computer system is dependent on many more factors than the software alone.

Your computer system should be much more than a techno-cosmetic addition to your operation – you are trusting it (the entire system including the hardware, software and the people using it and supporting it) with your business-critical data. With the right software, the computer can be much more than just an accurate electronic filing cabinet – it can help you to proactively increase profits and continue growing your business.

**CLARITY PROTECTS YOUR DATA:**



In modern business systems, information is packaged into specialized structures known as databases. These structures are physically stored on fast, high-capacity hard disk drives. Clarity leverages a unique “Double Database” method of storing data, where its Primary and Secondary databases may be located on the same drive, on two physically distinct drives on the same computer or even on different drives on different computers across a network. Each of these possibilities not only provides increasing levels of protection for your valuable data, the latter case even allows continued computerized store operations in the case of an otherwise catastrophic hardware “crash”. In addition, Clarity provides a convenient “Backup” button on its Main Window, which allows the user to periodically initiate a database backup to disk or to tape, for storage off-site.

**THE BOTTOM LINE: CLARITY IS AN INDUSTRIAL STRENGTH BUSINESS SOLUTION**

We thank you for considering  
**Clarity, Premier Windows Software for Jewelers**  
We look forward to speaking with you about harnessing the power of  
Clarity in your business



**A R T I S A N**

COMPUTER CRAFTSMANSHIP, INC.

94 Church Street- Suite 301 New Brunswick, NJ 08901

Tel: (732) 249-1000, [Sales@artisancc.com](mailto:Sales@artisancc.com)

<http://www.artisancc.com>