



Taste Love – Printed Personalized Chocolates

JuJups launches personalized Chocolates for this Valentines Day.

Singapore, 29 January 2009— Fancy giving a customized gift this Valentine's Day? How can you create a one-of-a-kind gift to your loved one that is meaningful? Is the way to your boy/girlfriend's heart through his/her stomach?

The answer is through Jujups Valentines' Day special, which allows users to personalize their chocolates on its portal www.jujups.com. JuJups has developed online design tools that enable non-designers to create designs effortlessly – using its easy-to-use drag and drop design tools. Users can design, create and order chocolates with pictures, wordings or graphics for their loved ones.

Jujups was launched in November 2008, as an online platform to make designing easy and fun. Jujups allows users without any designing background to create and share their designs online. Products that can be designed include mugs, t-shirts, photo frames, cards, gift tags and badges. In December 2008, the company launched a Christmas mug design competition. Jujups gathered an active community with more than 1200 designs being submitted in just two weeks.

JuJups is operates globally with partners in many countries who are able to print and deliver the designed products locally. Printable chocolates are a recent addition to its portfolio in Singapore and in the US. The company also enables users to create 3D printed products such as frames. JuJups online tools are free to use. While there are other template-based design services available online, the creative freedom afforded by JuJups is very significant making each design very different to each other. So far, thousands of designs have been created, a testimonial of this diversity.

“Everything that can be personalized will be personalized, said Mr Sivam Krish, CEO Genometri. “This trend is now visible as most companies are attempting to customize or personalize their products to suit the customer's taste or requirement. JuJups takes this a step further as it puts the customer on the driving seat – letting the customer design what they want online. We aim to become a lead player for customized goods created online.”

About JuJups.com

JuJups is a rapidly growing online co-creation platform that connects prosumer, content owners and manufacturing companies globally, to serve customers locally. JuJups is owned and operated by Genometri, a Design Technology Company based in Singapore focusing on building tools for co-creation. Genometri is currently being incubated and funded by the NUS Enterprise and supported by SPRING Singapore.

Immediate release



More information:

<http://www.jujups.com/jujups3/show/press>

Media who wish to try designing their own chocolates, or wish to get more information should contact:

Ms Letitia Thian

Email: letitia@jujups.com

Tel: +65-91195572



User Created Chocolate Designs