

Mass Customization Websites

Posted On Feb 21, Posted by [Hirerussians](#) Category [General](#)

Earlier this week we wrote about the history of mass customization. We thought it might be interesting to talk about some of our favorite companies who are currently taking advantage of this new worldwide trend. Businesses in many different industries are letting their customers custom design their own products, here is a couple we think you will like:



-**Custom Choice Cereal** lets you create your own custom gluten free cereal. This is a great website very similar to ours, except that you get to customize your cereal instead of chocolate! There are three cereal bases that you get to choose from: corn flakes, cinnamon granola, and good morning flakes. Once you pick your cereal base, you get to choose your ingredients. They let you pick from a variety of fruits, nuts, and seeds, all of which are of the highest quality. There are over 164 million different combinations so you can be sure to find something that will fit your personality.

What really separates this custom cereal company from others is that all their cereal is made in a gluten free dedicated facility. As we mentioned in our previous post, as people become increasingly health conscious, mass customization in the food industry is becoming more and more important. This is especially true for people with food allergies, whether it is to nuts, gluten, etc. Custom Choice Cereal gives people with celiac's disease the ability to custom create their own delicious cereal without having to worry about the effects of gluten! So check them out if you want to create your own custom gluten free cereal, we highly recommend it.

-**Blue Nile** is another company taking advantage of the mass customization trend. We pride ourselves that at Chocomize you can custom design the ultimate romantic gift. But at Blue Nile, an online jewelry store, you can custom design your own diamond rings, pendants, earrings and more. This might be the one company to outdo us in the romance department (we still think that a Chocomize bar would make the gift even more romantic, and ask us about our 'marry me' plaques if you are thinking about popping the question.)

-**Scrapblog** is a company that lets you custom design your own scrapbook. You go to their website, pick your scrapbook theme, add your own pictures, and have it shipped right to your door! This is really great because it takes all the stress of putting the pictures together yourself. So if you're looking away to get all those photos you have lying around your house together in one place, we recommend you check out their website.

-**Tastebook** is a custom cookbook company. You can search from a variety of different recipes on their website and choose your favorite to put together in your own book .They even let upload your own recipes and pictures. We know that there are a lot of food lovers that read our blog at Chocomize and we're guessing you guys will like this company.

Do you know any other mass customization companies? Any recommendations for us? Let us know your ideas and comments.

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