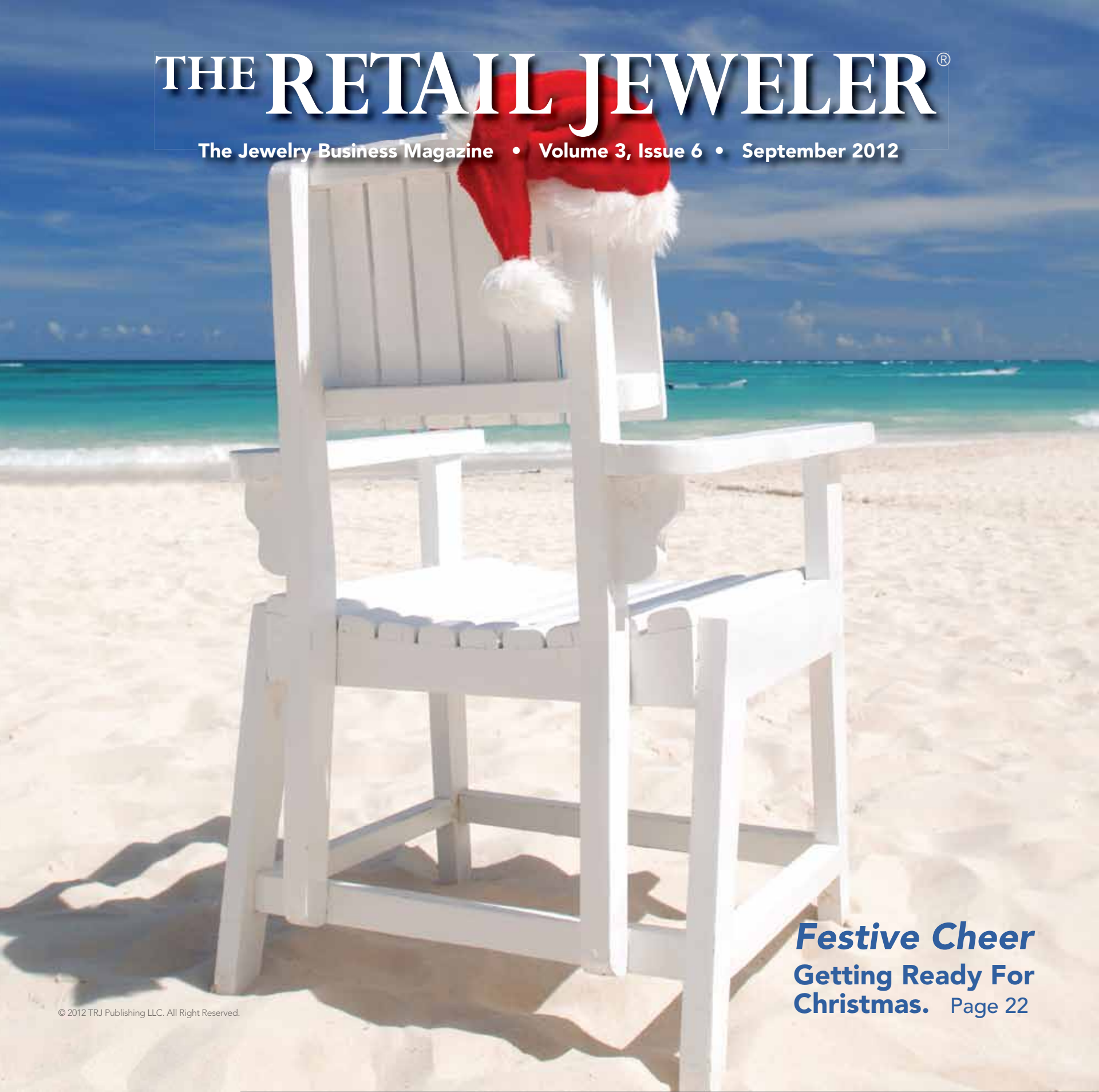


THE RETAIL JEWELER[®]

The Jewelry Business Magazine • Volume 3, Issue 6 • September 2012



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Getting Ready For
Christmas.*** Page 22

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RELEVANCE

By Frank Dallahan

Last issue, The Retail Jeweler published an extraordinary white paper written by Abe Sherman, CEO of Buyers Intelligence Group. It was extraordinary from two perspectives: one, the length of the article and two, the content of the article. I mentioned both of these points in my editorial in the July August issue. A little self-praise goes a long way but it is easily understood when you are the newest kid on the block in the jewelry-publishing world and up against some powerful competitors not unlike the competitive situation independent retail jewelers face every day from chain stores, department stores and discounters.

However, the response to the piece has truly been extraordinary. Reaction from jewelers has been universally positive. Below we are presenting the actual comments we received either directly or indirectly through Abe Sherman. The comments speak for themselves. The first is from a jeweler in North Carolina. His comment is:

"First, please let me say how much I enjoyed reading/studying "The Retail Jeweler" since you all started publishing it. I am a retail jeweler and find the magazine the perfect size for reading without having to wade through tons of ads and impertinent articles."

"I particularly enjoyed the recent article by Abe Sherman concerning inventory levels and GMROI. Would it be possible to get that article in a PDF or some form to make it easier to read? I would also like contact info on Abe if you can provide such. Thank you again for the very informative magazine."

Our response to his request was to convert the article into a PDF and make it available on our website. We also provided Abe's contact information. I communicated that information to the jeweler and the following is what I received in response:

"Please pass along to current and prospective advertisers that NO other magazine ever lets someone like Abe go into such detail on an important topic to the survival of retail jewelers. The PDF is actually so I can reread and study the article in my iPad while on vacation. What other trade magazine gets to go on vacation with a jeweler?"

The next response came from a jeweler in the Midwest. In an email to Abe Sherman he wrote:

"Abe, Just got to compliment you on the great article I recently read in The Retail Jeweler! It took me over two weeks (A.D.D.)



to complete. In my brief 44 years in this industry I have never read or heard anyone articulate the true inventory control issues as you accomplished!! This is one of, if not the major concern, for retailers as myself that is absolutely imperative to address and comprehend if we are to be in business 2 years from today!! Thanks again for ALL you do for us 'little guys' in this wonderful business!"

The point of these specific responses is to encourage you to go to our website and download a copy of the article and study it ... if you have not already done so. Managing your inventory is the single biggest challenge a jeweler has and it is why nearly every issue of The Retail Jeweler has a story on the subject.

Repetition of basics is how we learned how to do multiplication tables and how we learned how to spell. The same principle applies to the practice of the management of a retail jewelry store.

One final closing story and it has to do with what Andy Kohler, Ed Coyne and I believe in the publishing of The Retail Jeweler. Our credo is that we publish relevant information that benefits retail jewelers so that you will run your businesses more effectively, more efficiently and more profitably. The story provides positive feedback and I present it not in the form of a brag, but rather as verification of our credo.

Several months ago at an industry dinner I stopped to say hello to the head of one of the industry associations. The individual related an experience of visiting a retail jeweler and seeing a copy of The Retail Jeweler on the jeweler's desk, asked the jeweler's opinion of the magazine. The response was "it's the most relevant magazine in the business."

Relevance has to do with providing useful information. That's what we do. And, we thank you for reading, responding, and implementing what you read in the magazine.



Frank Dallahan

co-publisher of The Retail Jeweler
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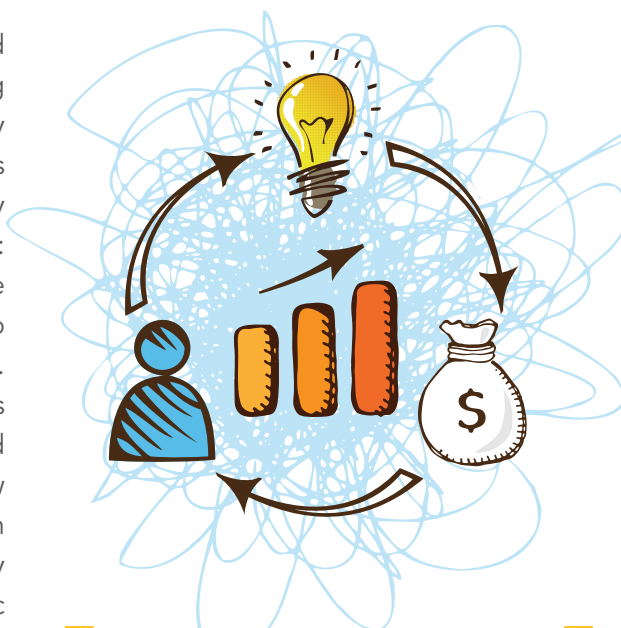
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LOSS AVERSION: Me, Myself, and My Amygdala

By John Politi

In its March-April 2006 issue Harvard Magazine led with a cover story by Craig Lambert that's becoming increasingly embraced by many professionals in the Financial Planning Industry – The Marketplace of Perceptions: Behavioral economics explains why we procrastinate, buy, borrow, and grab chocolate on the spur of the moment. Mr. Lambert wrote that, "As recently as 15 years ago, the sub-discipline called behavioral economics—the study of how real people actually make choices, which draws on insights from both psychology and economics—was a marginal, exotic endeavor. Today, behavioral economics is a young, robust, burgeoning sector in mainstream economics, and can claim several Nobel Prize winners (Gary Becker-1992, Herbert Simon-1978, Daniel Kahneman-2002, and George Akerlof-2001). There is a critical mass of empirical research and a history of upending the neoclassical theories that dominated the discipline for so long." David Laibson, an Economics Professor at Harvard University since 1994, and a leading educator in this field, furnished a bullet-point definition while teaching at a Behavioral Economics Summer Camp at Berkeley in 2002:



Behavioral economics is the study of psychology as it relates to the economic decision making process of individuals and institutions.

Definition: Behavioral Economics

- Adds more psychology to economics, particularly cognitive and social psychology
- Explores alternatives to perfect rationality
- Emphasizes micro-foundations – preferences and cognition
- Takes experimental evidence seriously, but doesn't exclusively rely on it

A more straightforward definition for us mere mortals would explain that, behavioral economics is the study of psychology as it relates to the economic decision making process of individuals and institutions. According to Investopedia it explores why people sometimes make irrational decisions, and why their behavior does not follow the predictions of economic models. Even Adam Smith (1723-1790), the father of modern economics and capitalism, who is best known for the concept

of the "invisible hand" and The Wealth of Nations, laid out psychological principles of individual behavior that are arguably as profound as his economic observations. His book contains insights about human psychology, many of which presage current developments in behavioral economics. Smith's next comment was probably one of the first underpinnings relating to, Loss Aversion – "we suffer more... when we fall from a better to a worse situation, than we ever enjoy when we rise from a worse to a better."

Loss aversion refers to the tendency for people to strongly prefer avoiding losses than acquiring gains. In some studies the case has been made that losses are as much as twice as psychologically powerful as gains. Loss aversion was first introduced and convincingly

demonstrated by Amos Tversky and Daniel Kahneman in 1979. This concept can be readily explained in our investment methodologies. We more times than not focus obsessively on the one specific money-losing investment, even though the rest of our portfolio is in the money. Funny, how we can easily take some money off the table with our "winning stocks," but have a tendency of not wanting to accept defeat in the case of our "money-losing stocks." Possibly you can make the analogy that a particular range you've had in your inventory for quite some time – how long do you continue to hold onto to it? Daniel Kahneman shares in his book, Thinking Fast and Slow, that "systematic errors are known as bias, and they recur predictably in particular circumstances." Remember the last time you attended a Jewelry Industry symposium on the topic of Diamonds when that well-known and comfortably arrogant and confident speaker bounded up onto the stage. He will more than likely be judged by the audience more favorably than he truly deserves. This is what we consider a bias – the halo effect – making it easier to anticipate, recognize, and understand what they will talk about.

But wait a moment, where does this all emanate? Are we just inherently intuitive – then there too must be intuitive bias. Possibly, we just employ certain trial and error methods and



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strategies. Unfortunately, although readily accessible, they're more often than not thinly veiled and not particularly applicable. In the center of our brains is a small almond-shaped fleshy tonsil-like appendage filled with nuclei. Wikipedia states that the amygdala performs a primary role in the processing and the formation and storage of memories of emotional reactions. In recent years, both Behavioral and Financial Theorists have started to conduct research programs in order to understand how people think when they make investment decisions, and what models they construct to use this information to their own advantage. Kahneman's paper "Prospect Theory: Decision Making Under Risk" is probably one of the most significant in modern times.

Karen Smyth a columnist with Young Entrepreneur, states that "researchers have made a number of interesting observations in this field over the years. They've thoroughly documented each and proposed that the following can be used as indicators of future behavior."

Observations in Behavioral Economics

- Investors are more motivated by the fear of loss than the rewards of successful investing.
- People believe what they want to believe.
- Investors are often overconfident when they have small amounts of information.
- All dollars are not treated equally
- Detailed descriptions have greater influence on investors than boring, but more relevant facts.
- Consumers have a hard time making decisions with lots of choices. Even when they are purchasing almost identical products at similar prices, consumers are often paralyzed when it comes to making a decision. Many times they make random choices rather than evaluate the products to make an informed decision.
- Using an arbitrary or irrelevant metric to assign value.
- Mental accounting. This is when people divide their money up into different accounts based on subjective reasons.
- Gambler's fallacy. Humans tend to be overconfident and completely illogical when predicting random, future events..
- Placing more emphasis on recent events rather than considering all events together.
- People assume that recent and relevant events go hand in hand.
- Pressure to conform to others' beliefs. Another example of a "Herd Mentality."

Smyth also stated that "these are some of the most commonly recorded phenomenon's in behavioral finance. They have been observed over periods of decades or centuries."

In the end there are several ways in which one could use the lessons of behavioral (finance) economics to their advantage.

1. Learning to recognize mistakes.
As mentioned above, there are a number of mistakes that investors and consumers make time and time again.
2. Understanding and adapting to other people's decision-making processes.
3. Evaluating market trends.
4. Promoting products to consumers.



Studying the psychology of consumers and investors can be a great way to both observe investing opportunities, and correct investing mistakes. It is something that should be researched carefully. Supporters of the efficient market hypothesis may not believe in all strategies behind behavioral finance, but at the very least, you can use these principles to notice your own errors and do what you can to fix them. Consumers and investors everywhere are looking at behavioral finance techniques to improve their risk-adjusted performance. We make decisions on the basis of biases that don't reflect real world facts. We allow our responses to decisions to depend on how the questions are framed. We engage in complex mental accounting, ignoring the fact that our various asset baskets are all interrelated. We allow ourselves to be driven by hopes and fears, rather than facts. I found a very appropriate quote by - Meir Statman, Glenn Klimek Professor of Finance at Santa Clara University.

"Traditional finance assumes that we are rational, while behavioral finance simply assumes we are normal."

Author's Note: Please consult with your CFP®, Investment Advisor Representative, CPA and/or Estate/Tax/Eldercare Attorney when discussing your financial needs and developing the appropriate personal/business financial plan.



John Politi

John Politi is Executive Director of the Jewelers for Veterans Foundation, a 501(c)(3) Non-Profit, dedicated to connecting US Military Veterans with training & employment in the jewelry industry – www.jewelersforveterans.org. He holds an MBA in Financial Management, MBA-Advanced Certificate

in Health Care Management, Series 65 (Investment Advisor Representative), and successfully completed the CFP® Financial Planning Certificate Program. John would enjoy receiving your feedback and/or questions in regard to your Financial Planning activities, especially, Defined Contribution Programs (401K), and Pre/Post Retirement Planning – both personal and business. He enjoys active membership with the Financial Planning Association-Greater Hudson Valley, NY, serving on their Pro Bono Committee, as well being a member of ACHE, Healthcare Leaders of NY Chapter, and the 24KT Club of New York. John welcomes your input and can be contacted at, john.politi@verizon.net, or telephone 212.600.2475.

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Is Your Business Delivering You What You Need?

Most business owners are seeking the same thing from their business – a good level of income with a minimum amount of time and effort required. In order to achieve this a business owner needs to have a strategy in place to make sure the results happen according to plan. Here are some of the key areas every jeweler needs to think about:

By David Brown

A Clear Objective.

When we ask attendees at our seminars what they want from their business there is usually an embarrassed silence and a few muffled coughs. It's now something of a cliché but the fact remains if you don't have clear objectives for your store and your personal life then your chances of achieving the result you want are slim. As the saying goes, "Aim for nothing and you are certain to achieve it".



Determine Your Key Performance Indicators.

You won't know you are on track unless you check the map from time to time. There are always key performance indicators that are critical to success in any business. Figures such as your average sale, profit percentage, overhead expenses, and staff sales figures will all point towards you achieving your goals. Any failure to achieve objectives can be traced back to one or more of these objectives not being reached. Sales for example is a function of quantity sold x average sale. If your sales target is not being met then one or the other or both of these goals are not being met. If you measure them you can determine where things are falling short and take action to remedy the situation.

Service.

Everyone says they give great service – but in reality few genuinely provide it. Word of mouth and you can count social media in that! is the most effective form of marketing. People will share stories of service, whether they are good or bad. Taking the time to make sure service is a priority is a marketing cost that can deliver you a huge return on investment.

Sales.

Do you have a system to create leads and turn them into sales? Or do you simply wait for the next random person to walk through the door? How do your best salespeople convert prospects in customers? Can you document this and have the rest of your staff follow the procedure?

Systems.

How systemized is your business? Do you have policies and procedures in place to make your store successful whether or not you are there? Or are you the backbone of the place with everything falling apart when you are away? Not having systems means the business is reliant on you. If you leave the money slows down. If you sell the business it can become worthless without you. Sure it may make you feel important but which would you prefer...to feel important or have a week's holiday in Cancun when you feel like it?

Team.

Have you got the right people working for you? Do you get new and existing staff profiled to determine if they are the right fit for you and your organization? Hiring based on skill set is the easy part, hiring the right attitude can be difficult. Everyone can sound good at an interview – the truth can sometimes not come out for weeks or months. Getting the right staff can make or break the success of your business. Take the time and use profiling tools to help you with your hiring decisions.



Get Support.

The best business people and sportsman in the world have coaches. If it's good enough for them it's good enough for you. Set up a support network of people who can help you with the key aspects of your business – financial, legal, business management and marketing. No one person has all the skills. Get support in the areas that you need help the most. This is an investment that will pay big dividends in the future



David Brown

David Brown is President of the Edge Retail Academy, an organization devoted to the ongoing measurement and growth of jewelry store performance and profitability. For further information about the Academy's management mentoring and industry benchmarking reports contact Carol Druan at carol@edgeretailacademy.com or Phone toll free (877) 5698657

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Blog Today. Cash in Tomorrow.

By Matthew A Perosi

After last month's article about the difficulties of e-commerce, I wanted to share details about blogging: a low cost, reproducible way to use your website to increase foot traffic into your store.

Let me first explain that "blogging" is the process of writing about something new and interesting then publishing it online. When hearing that, many of the jewelers I work with will tell me they fear blogging because they are not good writers. Honestly, blogging shouldn't be feared because you should only write about topics which are near and dear to your heart... like jewelry.

Consider how you talk to customers in person about a ring. While they hold it in their hand you are explaining the fine craftsmanship, the quality, and perhaps a brief bio of the designer. That customer conversation helps with your sales process in person, and that's the same type of information you could put into a blog post.

As a crutch to get started blogging, you could get a digital voice recorder or use your smartphone's record app and secretly record your conversations with customers. Then transcribe those recordings into written words. Publish it to your blog along with a photo of the item. This in-depth product description is just one example of a blog, but it's an easy place for you to get started.



The purpose of a blog is to attract attention from the search engines. That attention translates into organic visitors who read your blog. Naturally, since you sell jewelry, those in-depth product descriptions will help attract website visitors who are actually shopping for that item. I've measured a stronger attraction of visitors to blogs written about well known designers.

As your library of in-depth product blogs increase, so will your website visitors, and as



your website visitors increase, so will the foot traffic into your store.

I recently measured about 4000 website visitors in a single month as a result of a \$3000 Google AdWords campaign. Unfortunately that jeweler didn't have a single website sale. On the other hand, a single blog post could produce the same amount of website traffic. However, blogging is a much slower method of attracting

website visitors than paid online advertising.

When written using the method explained above, a single blog could attract, on average, 102 new people to your website per month. One such in-depth product blog posted on September 9, 2009 has already attracted 3462 visitors since it was posted on one jeweler's site. Since 2009, many customers have walked into that retail store asking for the item mentioned in that blog entry. That's how this works, customers search for an item; they find your website then visit your store.

Blogging results are cumulative and it will take at least 40 in-depth blog posts to attract 4000 organic website visitors. I estimate 100 hours of your time over a few months to write those 40 blogs, but that's far less expensive than the bottomless pit of Google AdWords spending for e-commerce websites.

You can publish blogs on your own website or through a readily available blogging platform like WordPress, Typepad, or Blogger. In each blog post you also need to include links to pages within your website. Linking to your home page, the product catalog, or other educational pages will also help your search engine optimization.

With every new blog you increase your search optimization a little bit. Each blog attracts new visitors and before you know it there's a snowball effect of organic visitors to your site, and new foot traffic into your store.



Matthew A Perosi

Matthew Perosi is the Founder of the Jeweler Website Advisory Group (jWAG), a research team devoted to reporting how jewelers can use websites, mobile technology, and marketing trends to further personal and jewelry store goals. A library of articles, videos, and an archive of jWAG daily email "Nuggets" is freely available at www.jwag.biz. Matthew invites your feedback at matt@jwag.biz.

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Steps To Create An Effective Media List

By Tony Seideman

Waste is a terrible thing, and untold numbers of retail jewelers are throwing away opportunities to get extensive exposure in their local media. I know this because of two questions I ask store owners and operators when I visit them:

"Do you know the names of the salespeople for your local media outlets?" Most jewelers can rattle off a long list of names from people who ask for money from them on a regular basis.

Then I ask, "Who is the managing editor of your leading local newspaper? Who is the news director for the TV, or Cable TV, station nearest you? What's the name of the person who does the top local shopping/gossip blog?"

A few people have been able to give me one or two names. Most don't realize that, with the changes taking place in traditional and the growth in new media, there are a multitude of outlets in almost every significant market that are hungry for good stories.

Tony Seideman

Tony Seideman is a marketing consultant and journalist who specializes in helping independent businesses get the valuable new, social and conventional media exposure they deserve. You can get more information on these topics by going to www.theseidemangroup.com.

No jeweler would think of operating without taking regular inventories of their stock on hand. In the same way, every jeweler should keep an updated list of all the key media venues in their market area. Here are five steps to building an effective media list:



Talk to your sales reps. They know who their editorial people are, or can find out. Don't think that buying advertising will definitely get editorial exposure. It usually won't. But the fact that you have the resources to spend that kind of money



Make a list of the major venues in your market. Start with newspapers. Continue with radio stations, cable news stations, television stations, and all the other conventional traditional venues you can think of. Directories like www.mondotimes.com can help you find potential venues.



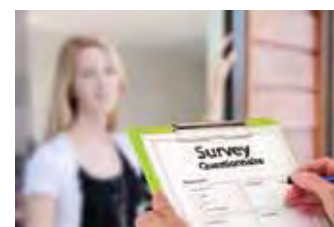
Start making phone calls. Here is one reality of today's news business: whatever the medium, everybody is stressed out, overwhelmed, and looking for whatever assistance they can find. That means that if you think things through and have a good story, you'll have a chance at getting somebody to listen. Be polite. At newspapers, ask for the editorial department. At radio and TV stations, ask for the news desk. Most media outlets usually have contact information on their web sites. If you can't get phone numbers, try e-mail, but the personal touch works best.



Now, look for all the new media outlets in your area. These include shopping blogs--many of which are owned and operated by newspapers--AOL's "Patch" publications, and any number of different outlets.



Survey your staff and customers. Your younger employees and many of your customers will have favorite websites they go to on a regular basis that you may know nothing about. Ask and see what you find. Of course, once you have a list, you'll need to start using it. But that's a subject we'll discuss on a later date.





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Steer Clear of Tradeshaw Security Threats

By David Sexton

As you prepare to attend any of the upcoming tradeshaws, remember that thieves may also be making their own preparations. That's why following important security measures is critical while you're traveling to, from, and at tradeshaws. You can be prepared by following some simple tradeshow security tips:

Tradeshow Essentials



Carefully review security guidelines before attending a show, especially if you have not attended before.



Establish a realistic plan each day so you're not rushed.



Don't fall for distractions.



If the show offers use of a 24-hour security vault, use it.



No matter what you carry, thieves view any briefcase, bag, or container as a valuable. If you must carry jewelry, disguise it.



Wear your name badge only on the show floor, never in any area outside the show floor.



Never hold or attend informal jewelry shows in non-secured locations. They are extremely dangerous for vendors and buyers.



When you leave the show for the last time, either surrender or tear up your badge so a thief can't pick it up and use it.



Adequate insurance coverage

Before attending any tradeshow, first review your insurance policy to understand what is covered. Most Jewelers Block policies exclude coverage of merchandise while at a tradeshow. You can get adequate tradeshow coverage by purchasing a special endorsement. While most Jewelers Block insurance coverages insure you to certain limits while traveling, your limits may not be sufficient unless you work out an endorsement with your agent.



Traveling Safely with Jewelry



Devise a story line to explain your trip without mentioning jewelry.



Avoid being predictable. Vary your schedule and your path. Don't stop along the way, and avoid isolated areas.



Always carry a fully charged cell phone, preloaded with local-area emergency phone numbers.



Be aware. Watch for people casing or following you.



Never leave jewelry unattended.

For more security tips, visit JewelersMutual.com and take JM University's training course, Danger on the Road, or access the online library of security and safety information.

To learn more about Jewelers Mutual and to find an experienced insurance agent in your area, contact Jewelers Mutual at 800-558-6411.



David Sexton

David Sexton is vice president of loss prevention at Jewelers Mutual Insurance Company.

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- Janet Silver, Roberts Jewelers

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Clearing The Decks For Festive Cheer

By David Brown

I know I'll run the risk of incurring complaints from some of you for mentioning the holiday season so soon, but in reality now is the time of year to start getting organized for that all important (and hopefully profitable) part of the year's trading.

It's important to have some good product in place for this all important period, but to do this you need to clear some space (and cash) from the aged inventory you have sitting around. If there were ever an important time to move this old product on then now would be it.

Sadly having old product is a reality of retail. Even the best buyers (despite what they might tell you) will only get 20-30% of their buying right. Aged inventory is as sure as the sun rising. The issue is, how do you deal with it? For every store there are predominantly four options:

Do nothing and wait for it to leave of its' own accord
Remak it
Reduce it
Exchange it

1

Do nothing and wait for it to leave of its' own accord

Most stores unfortunately spend too long exploring the first option. Despite the increased education and awareness among jewelers today it is still not unusual to find items on the shelves that are 10 years old or more (and the more is considerably longer than this!). Sadly the true cost of waiting for this product to find a buyer is so high that it doesn't bear considering. With finance, staffing and cleaning costs an item will usually add an extra 44% to its cost by sitting around for 12 months. That means an item purchased last year for \$100 has now effectively cost you \$144 after 12 months of being in store. The odds of an item selling after you have had it for 40 days drops considerably to the point where it needs to be reviewed. We recommend at least looking at your inventory after 3-6 months to determine what needs to be done to make it sell. But holding it is certainly not an advisable option



2

Remake it

Remaking it is a favored option for many manufacturing retailers – and it is understandable given the pride involved in the design and the extra margin this can be perceived as bringing. Unfortunately this can often be a more costly exercise. The chances of picking a winning style is approximately 20% - regardless of how good you think you might be at it! If you remake an item that hasn't sold into a new and unproven style guess what your chances are of it becoming a good seller? Yes, it's still 20% - and the bad news is you have just spent another couple of hundred dollars not to mention time in the remaking process. Unless you are remaking it into a style with a proven track record this is usually not a recommended alternative.

3

Reduce it

Reducing it can be effective. There are two approaches to this. Lower the price by a set amount each month until it sells. This way you can determine the market price. Sometimes it may even prove itself a good seller at a lower price that still gives you a good return. The other options are running an ongoing planned specials window and clearing product in a sale – these two can work hand in hand together during the year. I would recommend that a storewide sale is done no more than once a year (smaller departmentalized promotions for short periods can also work) and that when it is done it is done well. Most customers won't get out of bed for anything under 20% these days. Having a good old fashioned clearance will often mean you are selling the items to new customers and not spoiling your normal trading patterns. An organized process of eliminating inventory between sales is a must but make sure you have a plan and a timeline for the items being specialised – you need to make sure you are quitting aged product, not good sellers, and that the items aren't left reduced indefinitely. Short and sharp always works best.





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CG Creations
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Sara Blaine

Signature Lace Collection sterling silver featuring peridot and blue topaz MSRP: Earrings \$218., Enhancer on 16"-18" chain, \$388.

Sara Blaine Jewelry
770.650.0999



Roberto Coin

The Fifth Season by Roberto Coin – a new silver jewelry collection. MSRP: \$1,540.

Roberto Coin
800.853.5958





H. Weiss

Fancy colored rose cut diamonds 8cttw. Set in 14K gold and silver. MSRP: \$3,400.

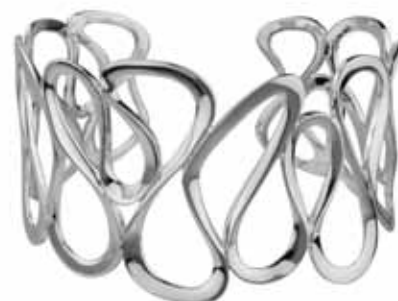
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Clearing The Decks For Festive Cheer



4 Exchange it

The last option is one not fully explored by many retailers. Exchanging product with vendors can be beneficial for you both. Why? Because the profit in any jewelry store is in the 20% of fast selling items that can be sold over and over. If you are carrying a slow seller that belongs to a vendor then your money is tied up in that item, when both you and the seller would benefit from it being invested in inventory that will move and regenerate fresh sales. Explore this option with your vendor but you must be prepared to meet a few criteria:

Be willing to reorder items that sell quickly. It is in both your best interests to do so.

Don't leave it too long to ask. Most vendors will consider it if it is still part of their range. Asking two years later is not likely to see a favorable reply



Make a commitment to the vendor. If you spread your buying around too many then you cannot expect your business to be significant enough for them to meet your needs. Concentrating on a few key vendors will be good business practice for both parties



David Brown

David Brown is President of the Edge Retail Academy, an organization devoted to the ongoing measurement and growth of jewelry store performance and profitability. For further information about the Academy's management mentoring and industry benchmarking reports contact Carol Druan at carol@edgeretailacademy.com or Phone toll free (877) 5698657



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NEW AND NOTEWORTHY

Chartpak Signs Up Porsche Design and Pelikan Fine Writing Instruments

Two preeminent luxury brands; Porsche Design Timepieces and Fine Writing Instruments and Pelikan Fine Writing Instruments will now be available to US jewelers through the Luxury Brands Division of Chartpak.

Eterna SA, the licensee, who is known for its state-of-the-arts precision mechanical movements/ complications, manufactures Porsche Design Timepieces in Grenchen, Switzerland. The design and production of the Porsche Design Timepieces focus on performance, purity and precision. In conforming to this way of thinking, Porsche Design Timepieces adhere to the principles of its late founder, Professor F. A. Porsche, whose name is synonymous with numerous classics in many areas of design.

"We are pleased to welcome Porsche Design Timepieces into our Luxury Brands Group and look forward to working closely with selected retail jewelry partners", says Steven W. Roth, president of Chartpak, Inc. Franz Brunner will be heading up the Jewelry Trade business as Sales Director of Chartpak Luxury Brands Group. Franz has 35+ years experience in watch making, production and sales & marketing. For more information contact Franz Brunner at fbrunner@chartpak.com



Porsche Design Pelikan

Brinker's Jewelers To Award \$40,000 To Twelve Non Profit Groups

In August, Brinker's Jewelers of Evansville, Indiana will celebrate 40 years of successful operation. To honor the community that made that possible, Brinker's announced it would host a promotion on its Facebook page to award a total of \$40,000 to twelve local nonprofit groups.

"Brinker's Jewelers has always supported community organizations, schools, churches and other groups," said Dean Brinker, President of Brinker's Jewelers and one of the three family members involved in the business. "But we've been so blessed by this community's strong support over the past four decades, we wanted to do something extra special for our 40th anniversary."

Advertising in the media, online and via email will instruct the public to visit the Brinker's Jewelers Facebook page anytime throughout the month of August to vote for one of 12 area charitable groups they feel are most deserving of monetary support.

The top vote getter will receive \$10,000, the second-highest vote getter will receive \$5,000, and the 10 next-highest vote getters will receive \$2,500 each. With 12 nonprofits on the ballot, each of the participating organizations is guaranteed to receive a minimum \$2,500 from Brinker's Jewelers.

The 12 groups featured in the promotion are CMOE, Youth First, the Vanderburgh County Humane Society, Ronald McDonald House, the Junior League Of Evansville, the West Side Nut Club, Holly's House, the Susan G. Komen Foundation—Evansville chapter, the Muscular Dystrophy Association—MDA Mike Blake, Easter Seals, the Tri-State Food Bank and the Evansville African American Museum.

These nonprofits were chosen based on each group's varied contributions to the community, as well as on the preferences of Brinker's customers. "If we perceived a charitable group to be important to our customers, we tried to include it," explained Brinker. "It was our way of honoring our customers' loyal patronage."

Voting will take place on the Brinker's Facebook page starting August 1 and will end at midnight August 31.

The outcome will be announced Thursday, September 6, at a party at Brinker's Jewelers located in the 111 South Complex at the corner of Green River Road and the Lloyd Expressway. The media will be invited to attend, with a time announced to print and broadcast later next month.

"Helping these charitable organizations continue the valuable services they provide to our neighbors is the best way we know to say thank you to Evansville for 40 years of success," said Dean's brother and co-owner, Dirk Brinker.



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NEW AND NOTEWORTHY

Silver Promotion Service Adds Vahan and Vivity to the SilverMark Partner Category

The Silver Promotion Service has announced the addition of two new companies to the SilverMark Partner Category in the Savor Silver program. The two brands, Vahan Jewelry and Vivity for Color Craft will be added to the Savor Silver website (www.savorsilver.com) by the upcoming JA-New York show.

An established brand, Vahan Jewelry was founded in 1968 by Leon "Sacha" Der Calousdian. Vahan's Jewelry's signature pieces are sterling silver stacking bangles, accented in 14-kt gold, diamonds, and precious stones. The collections are widely recognized for their wearable yet sophisticated style.

First introduced in 2002, Vivity for Color Craft is in over 1000 doors in Europe. Vivity is now being introduced in the United States for the first time. The current collection includes sterling silver pieces accented with diamonds, precious stones, and pearls that can be taken 'from day to night'.

The Silver Promotion Service was introduced in 2008 by the Silver Institute. The objective of the SPS is to develop and implement programs designed to enhance the image of and stimulate demand for silver jewelry in major international markets. For more information on the SPS please visit www.savorsilver.com.

New Kelly Waters Micro-pave Catalog

Kelly Waters has introduced a new catalog of their popular Black Label sterling silver micro-pave collection. The collection features hand set cubic zirconia in rhodium finished sterling silver. Suggested retail prices range from \$50 - \$295

For a copy of the catalog or more information contact Kelly Waters Inc. at 617-282-3620





NEW AND NOTEWORTHY

Cherie Dori Introduces New Bridal Jewelry APP "The Vow"

To reach the super-wired 18-34 bridal demographic, Cherie Dori announced the launch of its new bridal jewelry sharing platform, called "The Vow," featuring a unique ring-finder application (app) for iPhone, iPad, Android, and Facebook.



"Today's typical bridal customers have grown up with mobile phones in their hands and a world of information at their fingertips," says Simon Cohen, president of Cherie Dori. "Jewelers need tools to reach and engage customers even when they're not in the store."

"When a bride finds a ring she likes, she typically snaps a picture of it with her iPhone and sends it to her friends," says Cohen. "That's great, but it does nothing for the jewelry store. With The Vow, all the people she shares the photo with will get your store's information and a link to your website as well." The iPhone and Android app allows users to browse a large selection of fashion-forward high definition 3-D diamond engagement ring styles right on their phone. With one click, customers can share their favorites with friends via text or e-mail. When the user wants more information about a ring, they can hit a special "request a quote" button, which sends an email directly to the jeweler, opening communication between the jeweler and potential new customers. This enhanced sharing capability, along with the participating jeweler's information embedded within it, is what sets The Vow apart from other ring-finder apps.

When a user opens the app for the first time, location-based technology links it to the nearest participating jeweler, giving the appearance that the app is unique to that retailer, and storing the jeweler's information in that user's phone. When the user wants more information about a ring, she can hit a special "request a quote" button, which sends an email directly to the jeweler. And, once the app is downloaded, the user will always stay linked to the same jeweler, even if they browse the app from another location.

Users can see each ring in either 18k white or yellow gold, zoom and turn an image to see every angle, and view the rings on a human hand. Detailed information is included for each style, and the app also has an Engagement Ring Buyer's Guide education section.

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NEW AND NOTEWORTHY

Each participating jeweler will gain exclusive market rights to the app, as well as a customized Facebook app that will be embedded on the jewelers' Facebook page. When customers use the Facebook app, it installs on their own page, placing the store's logo on the customer's newsfeed page—keeping the jeweler always in the customer's mind. This app uses the same high definition images from the iPhone and Android apps.

Customers can easily share their favorite style with Facebook friends instantly. Explains Cohen, "The sharing power of the Facebook app is 10 times greater than the mobile apps. Using the Facebook app, customers can easily share their favorite ring with all of their Facebook friends. When a friend views your customers ring, your store's information is now embedded in their newsfeed page as well."

Diadori also provides a customized web app to be added to the jeweler's website, giving yet another avenue for customers to use the app in case they don't have a smart phone or a Facebook account.

The Vow already has 10,000 downloads in the six months since its initial launch. "We only advertise it in areas where we have a participating store, but we have downloads from areas where we don't have a store yet because customers are sharing their rings with friends and family all over the country," says Cohen. At present, The Vow has 150 participating stores nationwide. Cohen plans to at least double the number of stores, but will retain strict boundaries of exclusivity, starting at a minimum of a 25-mile radius for each store.

Diadori also provides cohesive marketing materials so customers in the store can also easily find and download the app. For information, contact Simon or Nelly Cohen, owners of Cheri Dori, at (954) 622-9463, email shimon@cheridori.com.





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NEW AND NOTEWORTHY

Stuller Receives SCS Recognition

Certification illustrates prime manufacturer's commitment to sustainable practices Stuller is pleased to announce its precious metals have been certified for 100% recycled content, having recently undergone an audit by the Scientific Certification Systems,

"Earning this recognition reaffirms our ongoing commitment to conducting all phases of our operations in the most ethically, environmentally and socially responsible manner possible," said Darrell Warren, vice president merchandising "It also gives our customers confidence that they're purchasing their fabricated metals product from a trusted supplier."

The certification process is specific and detailed with potential applicants having to comply with several requirements regarding environmental, social and supply chain management. Operating under its green initiative, Refined Karats, Stuller's environmental commitment reaches out to all areas of its

facility and production processes including water, waste and energy management. Look for more information on Stuller's sustainability practices coming soon to stuller.com.

About SCS

Scientific Certification Systems (SCS) is a global leader in independent certification and verification of environmental, sustainability, stewardship, food quality, food safety and food purity claims. For more than 25 years, SCS has developed internationally recognized standards and certification programs in pursuit of the highest level of environmental performance and social accountability. Many assessments undertaken by SCS are based on innovative life cycle assessment methodologies. SCS assessments lead to the recognition of accomplishments in greenhouse gas inventories and offsets, agricultural production, food processing and handling, forestry, fisheries, flowers and plants, energy, green building, product manufacturing and corporate social responsibility.



NEW AND NOTEWORTHY

MJ Christensen Becomes a Friend of DDI

The Diamond Development Initiative announce that MJ Christensen has become a Friend of DDI at the Millennium Star level of the Friends of DDI campaign.

"Corporate social responsibility (CSR) is an integral part of our business model" says Jennifer Miller, director of marketing for MJ Christensen. "As a company that cares about our customers, as well as those who mine the raw resources used in jewelry, we continually look to where we can make a difference. When we learned of the work of DDI, we knew we had found a way to have a positive impact on the lives of those who are a critical part of the diamond supply chain."

"MJ Christensen cares deeply about the industry and beyond," says Dorothée Gizenga, executive director of the DDI. "We are very impressed with MJ Christensen's corporate social responsibility programs, such as Bead for Life. It is quite an

honor for DDI to be selected by them for support. But more importantly, MJ Christensen's contribution will assist DDI in its work of improving the socio-economic conditions of artisanal diamond miners – the source of 15% of global gem quality diamonds."

DDI brings the jewelry and diamond industry, non-governmental organizations, and governments together in a common effort to ensure that diamonds are an engine for positive economic and social development in communities where they are sourced in Africa and South America.

MJ Christensen was founded in 1939 on the principles of ethics, values and 'doing the right thing'. The company takes unparalleled pride in continuing to protect these principles as it serves its constituents.

To learn more about the Friends of DDI campaign, contact Patricia Syvrud at 760-525-9393 or at friends@ddiglobal.org.

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NEW AND NOTEWORTHY

Arch Crown Introduces New Tag & Label Fall Catalog



Arch Crown's fall 2012 catalog includes new bar code technology products and a quality line of stock, pre-printed and custom printed tags and labels for jewelers, manufacturers and retail giftware stores.

Bar code packages feature the new Datamax-O'Neil E-Class Mark III-A desktop printer and include a wide choice of thermal transfer tags

and labels for your jewelry and giftware pricing needs. The Complete Package (used with your existing software) and Pro Plus Package also include the popular Honeywell Voyager MS9540 bar code scanner.

The Mark III-A desktop printer is economical to operate, requires minimum power, reduces material waste, easy-to-install, easy-to-operate, and can lower your material costs.

New Honeywell Voyager 1202g bar code wireless scanner features Bluetooth® technology while the Xenon 1900 2-D scanner has the capability of scanning QR and driver license codes. Create and print personalized QR (Quick Response) bar codes with Labelview software or Arch Crown can print them for you. New Radio Frequency Identification (RFID) Solutions for marketing and inventory control allow jewelers to easily track sales and reconcile inventory with the use of Smart Tags without removing jewelry from display showcases.

Arch Crown makes your marketing efforts more attractive before, during and after the sale with custom tags and labels. It's easy to let the recipient know where the gift came from, just send us your name and logo and we'll create a positive image your customers will long remember



NEW AND NOTEWORTHY

Arch Crown tags and labels are the professional way to price and promote jewelry, gifts and accessories. Free tech support is available from authorized factory trained technicians. For free samples and new catalog, call toll free 1-800-526-8353.

Diamond Empowerment Fund Shares Auction Proceeds with Jewelers for Children

In the spirit of friendship and making a difference, the Diamond Empowerment Fund announced that it will share half the proceeds from its recent 'Raffle for Education' with Jewelers for Children. The raffle was held during the recent American Gem Society Conclave in Miami.

DEF President, Phyllis Bergman affirms "this gesture of \$2,000 recognizes the contributions both JFC and DEF make on behalf of our industry both to children in need and in empowering through education the next generation of African leaders in diamond producing countries".

About the Diamond Empowerment Fund

The Diamond Empowerment Fund is a New York based non-profit organization (EIN# 20-5967103) that raises money to fund education initiatives in African diamond-producing nations. Its beneficiaries include: CIDA City Campus, South Africa's first non-profit university to offer a four-year business degree, the African Leadership Academy, a university preparatory school in Johannesburg, South Africa, founded on the belief that ethical leadership is the key to sustainable development on the continent and drawing students from all 54 countries in Africa, and the Botswana Top Achievers program that provides the top high school students countrywide the opportunity to study at a university of their choice worldwide. Graduates then return to Botswana to contribute to its economic, social and political development. www.diamondempowerment.org

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NEW AND NOTEWORTHY

According to jewelers who viewed ARMS iQ at its launch at JCK Las Vegas recently, this cloud (web) based management tool gives jewelers instant access from anywhere in the world, to view their vital business data via iPad, iPhone, Android, laptop or any other device connected to the Internet. It is the new "must have".

One comment posted on Facebook by an ARMS client after previewing at JCK said: "I just saw the new ARMS iQ. Holy cow! This will turn the industry upside down. It is amazing and easy to use. I signed up for it right away."

ARMS Group of Companies Founder, Malcolm Alderton, said he had been overwhelmed by the positive feedback for ARMS iQ since its launch.

"Being a former retail jeweler myself and after listening to the issues facing ARMS clients, I knew this was something that the retail jewelry business needed but the response to ARMS iQ

has far exceeded what I thought," said Mr. Alderton.

"For anyone serious about growing their business and staying ahead of the competition by monitoring their key performance indicators daily and comparing them against previous time periods for their store as well as current trends among their peers, ARMS iQ is an essential tool," said Mr. Alderton.

"ARMS iQ My Dashboard graphically and statistically displays over 20 current, less than 24 hours old, KPI's on a jewelry business so jewelers can keep tabs on their store and make informed business decisions without having to be there," he said.

"In a time where a work/life balance for many business owners seem unattainable, ARMS iQ gives you freedom. View your vital business information from within your store, the comfort of your home, hotel, in-flight, at a trade show, or any location that has WiFi or Internet connectivity."



NEW AND NOTEWORTHY

ARMS IQ My Trends graphically and statistically displays Sales, Mark-up, Average sale, Stock-turn and GMROI per supplier, per Department with up to 5 years graphical comparisons. It allows jewelers to see in an instant, which areas of business are decreasing and which are growing. ARMS IQ intelligence even color-codes trends making it easy to identify trends without reading numbers.

ARMS IQ What's Hot will revolutionize trade show buying by showing each supplier's hottest selling design numbers based on retail sales from all participating jewelers in a country. This lets jewelers stand in front of suppliers armed with a list to enhance buying decisions. It also compares a store's selling price to the aggregated median selling price of all other participants.

ARMS IQ Inter-firm Trends shows how a store's performance compares to various groups of peers.

For further information call (702) 990-4100

Heraeus Precious Metal New Website

Heraeus Precious Metals North America (HPMN) announced the launch of the company's newly designed Web site, www.heraeus-hpmn.com. The updated site includes a user-friendly homepage, making it easy for visitors to navigate through the full scope of products and services of the US Chemicals Division.

According to Uve Kupka, President and CEO of HPMN, "The new Web site is an additional important piece to the overall re-organization of Heraeus' US Chemicals Division. Throughout the process, it has been our goal to provide our customers a greater ease of business, as well as quicker access to all of Heraeus' products and services."

The Web site is tailored to help visitors from different industries, offering quick access to the information of HPMN products and services suited to their individual needs. In very few clicks, a visitor has access to the individual pages of Chemical Products, Recycling Services or the Heraeus Metals New York LLC (HMN)



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Trading Division. In addition, the site presents the visitor a full range of homepage options at a glance, and offers further related links. This overview, as well as the total page set-up, creates a strong recognition factor for the Heraeus identity. With multiple locations strategically positioned throughout the US, supported by a global network of Heraeus Precious Metals facilities, HPMN operates in profitable and innovative markets such as the environment, mobility, communications, energy and healthcare.

To learn more about Heraeus Precious Metals North America LLC and/or Heraeus Metals New York LLC, please visit the Web site, www.heraus-hpmn.com or www.heraeus-trading.com. Heraeus Precious Metals North America LLC (HPMN) is an integral part of the globally active company Heraeus Precious Metals and it specializes in the manufacturing, refining and trading of precious metals as well as the production of specialty chemicals. The privately-held company has built a reputation of innovation, trustworthiness and responsiveness resulting in best-of-class service for its customers across multiple industries. HPMN operates facilities strategically located throughout the United States and is supported by the large network of the Heraeus Precious Metals group from around the globe, which

allows HPMN to maintain a truly international production and sales presence.

About Heraeus

Heraeus, the precious metals and technology group headquartered in Hanau, Germany, is a global, private company with more than 160 years of tradition. Our fields of competence include precious metals, materials, and technologies, sensors, biomaterials, and medical products, as well as dental products, quartz glass, and specialty light sources. With product revenues of €4.8 billion and precious metal trading revenues of €21.3 billion, as well as more than 13,300 employees in over 120 subsidiaries worldwide, Heraeus holds a leading position in its global markets.

GIA Announces Scholarship Fund for U.S. Veterans

U.S. military veterans will have access to new scholarships for advanced gemological education as part of GIA's 2013 international scholarship program. The scholarship application period will run through October 31. A wide range of other scholarships is also available for on-campus and distance education programs, as well as lab classes.

Multiple scholarships for the Accredited Jewelry Professional degree through GIA's eLearning distance education program are available. To qualify, applicants must include proof of U.S. military service, including reservists and National Guard personnel.

"GIA created this scholarship fund to honor our courageous veterans and to help those interested in a career in the gem and jewelry industry," said Donna Baker, president and CEO of GIA. "It is an honor for us to offer scholarships to U.S. military veterans."

Also available for the first time this year is the Dr. Geoffrey Smith Scholarship for students who previously participated in a GIA Junior Gemologist™ class, which introduces gemology to fourth through 12th graders and meets U.S. curriculum guidelines. Dr. Smith is a long-time GIA volunteer who created the fund as an incentive for Junior Gemologist students passionate about gemology to consider it as a career path.

Additional international scholarships for on-campus, distance education and lab classes are available. On-campus locations include Bangkok, Carlsbad, Dubai, Hong Kong, London, Mumbai, New York and Taiwan. Students can apply for all scholarships online and indicate an interest in a broad spectrum





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of courses, ranging from lab and jewelry manufacturing arts to those that go toward a Graduate Gemologist diploma.

"Our goal is that scholarship recipients will one day excel in their chosen fields," said Bev Berthoty, institute relations manager at GIA. "As professionals, this group will further GIA's mission of ensuring the public's trust in gems and jewelry."

The 2013 GIA Scholarship Application is available online. For more information on scholarships please go to the following links: [https://myapps.gia.edu/Scholarship/scholarship/](https://myapps.gia.edu/Scholarship/scholarship/scholarshipHome.jsp)

<http://www.gia.edu/educational-programs/scholarships-financial-aid/scholarships/index.html>.

NCDIA Membership Grows with New Benefits and Upcoming Events

Following a restructuring and re-launch earlier this year, The Natural Color Diamond Association (NCDIA) has seen exponential growth since the Las Vegas shows last month. During JCK, the NCDIA hosted an extremely successful networking event with more than fifty attendees offering a fun and relaxed environment for members, from retailers to wholesalers, to interact and talk about Natural Color Diamonds. With the momentum gained in Las Vegas, the NCDIA is looking forward to a landmark year full of exciting events and developments directed towards both the industry as well as consumers.

The debut issue of the NCDIA newsletter "Natural Colors" dropped in Las Vegas and received positive feedback from NCDIA members. Dedicated to yellow diamonds, the newsletter was full of valuable educational information and selling tips from Thomas Gelb, NCDIA Educational Director. The next issue, slated to run in September, will be dedicated to Pink Diamonds, and the newsletters will continue to be published quarterly, highlighting a different color each issue.

Currently, the NCDIA is planning a consumer focused educational event set to take place in October at the Kristin Hanson Gallery in NYC. The first of its kind, the event would give NCDIA members the opportunity to display their products and interact with a hand-selected group of high-net worth consumers in a fun, social environment. The event will also feature discussions and panels featuring everything that the consumer needs to know when buying a natural color diamond.

The NCDIA is also in the process of developing a new website

featuring interactive components for both members and consumers including the latest information on Natural Color Diamonds, podcasts, a design gallery, retail locator, and a membership login with a Natural Color Diamond request dashboard. The website is set to go live in early September.

About the NCDIA

Founded in 2003, the NCDIA is a not-for-profit organization dedicated to increasing the awareness of natural colored diamonds. With a membership drawn from among the world's most prominent rough color diamond producers, diamond and jewelry manufacturers, and retailers with established networks, NCDIA is the preeminent public advocate for natural color diamonds. The NCDIA is founded on the premise that natural color diamonds are not mere exotic products but are rare, valuable, and desirable objects of unusual beauty. The NCDIA ensures that all of its members are properly educated on NCD and FTC compliance, accurately represent the NCD products bought and sold.

Rio Grande Congratulates Winners of the Twelfth Annual

Saul Bell Design Award Competition

At an exclusive celebration dinner held on June 2 during JCK Show, Rio Grande congratulated the Grand Prize winner and 12 category winners of the twelfth annual Saul Bell Design Award competition. From hundreds of submissions, a panel of judges chose 30 finalists and, from these, 12 winners emerged. More than \$30,000 in prizes and awards was presented at the Saul Bell Design Award presentation and gala. Beyond recognition and prizes, many past Saul Bell Design Award winners credit the positive exposure to helping skyrocket their careers forward in the industry. Finalists and winning pieces may be viewed online at www.saulbellaward.com.

The competition challenges jewelry designers to push the boundaries of their imagination as they create original and innovative pieces in any of six categories. Each designer chose any of six categories as the foundation of their piece and integrated additional stones or materials as they wished, provided that the predominant category material remained at least 75% of the finished, original design.

Hollowware/Art Objects: Includes vessels and non-wearable objects made of precious metal using one or a combination of craft techniques to include spinning, drawing, forging, raising, repoussé, and forming or otherwise constructed primarily



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from milled stock. Decorative cast components can also be incorporated.

Gold/Platinum: The predominant metal is gold or platinum group metals including palladium or a combination. May be cast, fabricated, forged, assembled or created with any combination of techniques. Must be entrant's original design.

Silver/Argentium® Silver: The predominant metal is silver or Argentium® Silver or a combination of both. May be cast, fabricated, forged, assembled or created with any combination of techniques. Must be the designer's original design.

Metal Clay: The predominant material is either silver, gold, bronze or copper metal clay. Must be the designer's original design.

Beads: The predominant elements are beads, pearls or other strung ornaments. Beads may be of any material. Must be the designer's original design and assembly.

Enamel: The predominant surface material must be enamel. Use glass-based enamels and fire on any type of metal. Must be the designer's original design and construction.

2012 Hollowware Category Winners:

First Place — \$2,500 Rio Grande Gift Certificate
Tom Ferrero of Windsor, Connecticut, USA
Name of Piece: "Gothic Teapot"

Second Place — \$1,000 Rio Grande Gift Certificate
Steve Midgett of Franklin, North Carolina, USA
Name of Piece: "Melon Vase"

2012 Gold/Platinum Category Winners:

Grand Prize — \$10,000 Rio Grande Gift Certificate
Robin Wayne of Santa Fe, New Mexico, USA
Name of Piece: "Rainbow Moonstone Bracelet"

Second Place — \$1,000 Rio Grande Gift Certificate
Erik Stewart of Tucson, Arizona, USA
Name of Piece: "Transit"

2012 Silver Category Winners:

First Place — \$2,500 Rio Grande Gift Certificate
Chihiro Makio of Somerville, Massachusetts, USA
Name of Piece: "A Strand of Planets"

Second Place — \$1,000 Rio Grande Gift Certificate

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Brian Quigley of South Portland, Maine
Name of Piece: "Neo Victorian Quest"

2012 Metal Clay Category Winners:

First Place — \$2,500 Rio Grande Gift Certificate
Christi Anderson of Marana, Arizona, USA
Name of Piece: "Fairy Queen Castle"

Second Place — \$1,000 Rio Grande Gift Certificate
Susan Silvy of Parkville, Missouri, USA
Name of Piece: "Industrial Chic"

2012 Beads Category Winners:

First Place — \$2,500 Rio Grande Gift Certificate
Marina Babic of Toronto, Ontario, Canada
Name of Piece: "Vine Necklace"

Second Place — \$1,000 Rio Grande Gift Certificate
Le Bibelot of Brooklyn, New York, USA
Name of Piece: "Cathedral Necklace"

2012 Enamel Category Winners:

First Place — \$2,500 Rio Grande Gift Certificate
Kristen Holeman of Ft. Lauderdale, Florida, USA
Name of Piece: "Iguana In the Garden"

Second Place — \$1,000 Rio Grande Gift Certificate
Jennifer Park of Budd Lake, New Jersey, USA
Name of Piece: "Bird in Flight"

The 2012 panel of judges included Michael Sugarman, G.L. Miller, Sessin Durgham, Ron Beauchamp, Steve & Nancy Attaway, Maria Samora, Charles Lewton-Brain, Tina Wojtkiolo Snyder, Carolyn Benesh and Wayne Meeten.

The finalists of the 2012 Saul Bell Design Award competition are:

Geoffrey Giles of Asheville, North Carolina, USA - Beads
Mary Heller of Toronto, Ontario, Canada - Beads
Martha Peterson of Clearwater, Florida, USA - Beads
Mengnan Qu of Dartmouth, Nova Scotia - Enamel
Marie Scarpa of Petaluma, California, USA - Enamel
Marcus Synnot of Mt.Claremont, Australia - Enamel
D'Ette Delforge of Westminster, Colorado, USA - Gold / Platinum

Thomas Herman of Stone Ridge, New York, USA - Gold / Platinum

Pierre-Yves Paquette of Saint-Sauveur Quebec, Canada - Gold / Platinum

Joost During of New Bedford, Massachusetts, USA - Hollowware / Art Objects

Dan Lippitt of Madison, Wisconsin, USA - Hollowware / Art Objects

Artur Sienko of Midvale, Utah, USA - Hollowware / Art Objects

Christi Anderson of Marana, Arizona, USA - Metal Clay

Emma Baird of Edinburgh, Scotland - Metal Clay

Sandy Mikel of Hawthorne, Florida, USA - Metal Clay

Chikako Ando of New York, New York, USA - Silver

Karina Mattei of Brookline, Massachusetts, USA - Silver

Sooyoung Kim of Hopatcong, New Jersey, USA - Silver

For information about the upcoming 2013 Saul Bell Design Award competition, designers are invited to call 800-952-6222 or e-mail marketing@riogrande.com.

Visit www.saulbellaward.com for general information about the Saul Bell Design Award.

New Luxury iPad Accessories Line Launched

Strut announced the establishment of a family of personalized iPad products based on the proprietary wireless iPad charging technology developed and marketed by its sister company, LaunchPort. The line includes iPad protective cases in designer finishes including walnut burl, carbon fiber, leopard print and sparkle pink. These handcrafted cases turn iPads into distinctive, personal luxury style statements.

The elegant new iPad cases mate with wireless pedestals that charge the iPad whenever it is docked. True to Strut's luxury automotive heritage, the charging pedestals are handcrafted from jewelry grade stainless steel and are triple chrome-plated. Blending customization and technological innovation, the new cases attach to the pedestal using strong neodymium magnets that provide a secure mounting solution, even if accidentally bumped or knocked. The LaunchPort inductive charging system begins charging the iPad as soon as the sleeve is docked, eliminating the need for external cables.

"This is a truly innovative accessory that blends a practical



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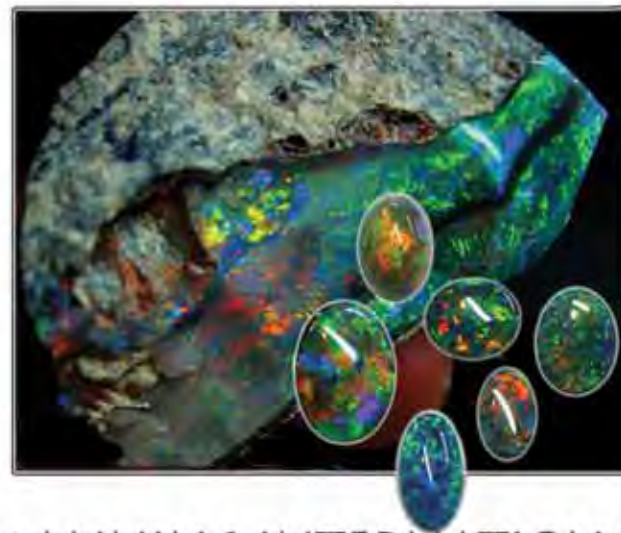
and convenient iPad charging technology with the timeless quality and elegant finishes of a luxury product,” explains James Peterson, Strut LaunchPort Vice President of Sales and Marketing. “Through the design and development of our luxury automotive grilles, wheels and accessories, we’ve gained a thorough understanding of what the luxury consumer desires. These new iPad products precisely address that demand.”

To guide the new luxury iPad accessory into the luxury jewelry and gift market, Strut has appointed industry veteran John Hubacher as Director of Sales for Strut LaunchPort. Mr. Hubacher’s extensive experience includes senior executive positions at exclusive watch brands like Rado Swiss Watches and Heuer Leonidas (now Tag Heuer). He was also instrumental in launching Swiss brand Ulysse Nardin in the United States.

“This product represents the perfect gift idea, and fills a specific niche for high-end jewelry stores and department stores, which are always looking for add-ons to complement their assortment,” Mr. Hubacher said. “Given the iconic status the iPad possesses, this will be an ideal new offering that is truly unique, innovative, and avant-garde.”

Strut LaunchPort will market the new line through a multi-tiered distribution system, which will include luxury jewelry stores and gift boutiques, luxury department stores and catalog businesses targeting the affluent consumer, and the company’s own e-commerce site.

The Strut LaunchPort system, which will initially feature five standard and seven custom order case finish options as well as three pedestal finishes, will be offered at \$1,250 for a complete system, which includes a pedestal, case and accessories. Cases and pedestals can be purchased separately to create a multitude of mix-and-match combinations. The Strut LaunchPort system is scheduled to become available for purchase in mid-September, in anticipation of the upcoming gift-giving season. For more information call 949-369-9126.



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