

# TIMING *Is Everything*

## SEASON OF SUCCESS TIMELINE

12 WEEKS OUT

### DIAMONDS & GEMSTONES

Finding the right stone takes time.  
Let us do the work for you.



A. **SIZING STOCK** Preform® Sizing Stock. See [Stuller.com](#) for pricing. | B. **46-0010** Tronex Chain Nose Plier, **\$44.05** | C. **CH125** Solid Diamond-Cut Cable, 16", 14kt white, **\$170.55** | D. **SIZING STOCK** Half Round Sizing Stock. See [Stuller.com](#) for pricing. | E. **31-8046** Grobet USA® Valtitan Needle File, 7", set of 6, **\$77.65** | F. **SIZING STOCK** Square Sizing Stock. See [Stuller.com](#) for pricing. | G. **28549** Round Micro Bezel Link Component, 3mm, 14kt white, **\$7.70/each**

Jewelry making has always been tightly linked with the seasons. Just as jewelers today work around a calendar studded by trade shows, holidays, and other annual moments, jewelers of the past had to deal with sometimes dizzying expectations based on the time of year. In some cases, those expectations still influence how we operate today.

Take the old idea that diamonds and gems were linked to corresponding stars. It went beyond star-sapphires and moonstones.

Particular gems came to stand for particular planets. The movement of a planet in the sky tied that planet's gem to a certain time of the year. Those planets, in turn, came to stand for gods (think Mars or Mercury). We see evidence of this in the many images of those gods engraved on Roman jewels, sometimes accompanied by the zodiac.

In Judaism, similarly, the twelve tribes of Israel were associated with twelve precious gems and with their corresponding months. And with the rise of Christianity, stones were tied

### DISPLAYS

Start planning a holiday look for your jewelry cases.

### WIRE

Now is the time to stock up on laser wire.

### 9 WEEKS OUT

### EQUIPMENT

Large and heavy tools take longer to arrive!



to saints and guardian angels and their special months. Engraving conducted on a certain day could constitute devotion to a particular saint, and a chosen gem might attract the favor of a chosen guardian angel.

On the one hand, this was probably a bit overwhelming. On the other, consider the sales opportunities when every day was a potential holiday!

These sorts of ideas live on, of course, in our continuing fascination with birthstones, as well in the popularity

of religious imagery, not to mention in our concern for the holiday season in general. While we may not worry about what star happens to be rising while arranging a new ring display, our industry remains fastened to the calendar, and in particular to the fall holiday ramp up.

Here in September, there is a calm before the storm, a bit of time to catch one's breath before the season's wheel begins to truly roll. This is also a time to take stock, literally, and to plan for what's to come. Although

just-in-time ordering is our specialty, Stuller stands ready to help you prepare, and toward that end we've put together a framework to keep in mind as things accelerate.

Whether it's stocking findings for quick custom work or deciding on personally-imprinted packaging, or even double-checking your store of watch batteries, we're here to help you keep your stars aligned.

To shop and get prepared visit [Stuller.com/HolidayPrep](http://Stuller.com/HolidayPrep)

#### LABELING

Organize inventory and label product to avoid headaches during the rush.

#### 6 WEEKS OUT

##### GRAIN

Casting and rolling grains will get the job done.

#### Save Time With Skinny Bands

Nobody wants to spend valuable time filing down 1-2mm wedding bands (**F7, F11**). We did the work so you don't have to. Stock up today at [Stuller.com/Wedding-Bands](http://Stuller.com/Wedding-Bands).

#### CONSUMABLES

Polishing consumables will be crucial in these last few weeks!

#### 3 WEEKS OUT

##### FINDINGS

Stock up on findings and get organized for custom jobs.

#### GIFTS

Gold-plated roses make great last-minute gifts.

#### METALS

Ready for sizing and fixing? Get your preform and solder now.



H. **29088** Round Halo-Style Trim, 14kt white, 5.2mm, **\$57.20**, 7mm, **\$84.60** | J. **SAPPHIRE-LAB** Chatham Created Round Blue Sapphire. See [Stuller.com](http://Stuller.com) for pricing.  
K. **61-0966** Silver Stardust Gift Wrap, **\$47.26** | L. **61-0965** Black Stardust Gift Wrap, **\$47.26** | M. **CZ-LAB** SWAROVSKI GEMSTONES™ Round Colorless Cubic Zirconia. See [Stuller.com](http://Stuller.com) for pricing. | N. **SIZING STOCK** Preform® Sizing Stock. See [Stuller.com](http://Stuller.com) for pricing. | P. **46-0016** Tronex Flat Nose Plier, **\$46.25**

# Twelve WEEKS LEFT

OCTOBER 2-22, 2015

*Start stocking up on  
essential provisions for  
The months to come.*

## TIMELINE tip:

Orders for custom packaging should be placed in this time frame to ensure delivery for the holidays. For more information, to see all your options, and to order now, visit [Stuller.com/CustomImprinting](http://Stuller.com/CustomImprinting).



### Laser Wire Kits

Use your new laser to its full advantage with our 28GA ([WIRE:294198](#)) and 30GA ([WIRE:294199](#)) Laser Wire Kits. Individually spooled and annealed dead soft for optimum utility, our wire kits provide an assortment of metal qualities and come in handy, compartmentalized, and labeled boxes.



### Diamonds and Gemstones Special Order Services

Stuller stands ready to assist you in locating the scarce, unusual, or otherwise extraordinary stones your

customer cannot live without. We would like nothing better than to help you track down the occasional uncommon item. Let our skillful team find it for you by tapping into their extensive web of international sources. Visit [Stuller.com/SpecialOrder](#), or call today at 800-877-7777 (diamonds, ext. 540 or gemstones, ext. 546).



NEW

### Personalize Your Packaging

Build your brand with our revamped custom imprinting services, featuring dazzling new capabilities in material color, and more! Imprinted with your logo in your colors, our custom totes, tissue, ribbons, boxes, and now displays subtly refract your shop's individual identity. To view all available options visit [Stuller.com/CustomImprinting](#). To place your order, call our consultants today at 800-877-7777, ext. 6144.

### Quatro Polishing Unit

The most quiet, powerful, and efficient polishing station available, the Quattro ([47-4221](#)) runs smooth and clean, diverting gold and platinum dust into separate receptacles.



\$2,570.00



\$1,899.00

### Badeco Micromotor Kit

Quick-change technology removes the need for a flex shaft, and allows users of this micromotor ([34-2380](#)) to toggle rapidly between rotary and reciprocating hammers.

### 2-Beaker Plating Unit

This 2-beaker plating unit ([45-4020](#)) offers a modest but complete plating system ideal for small or medium operations. This unit will prove to be invaluable, from sampling to finishing to repair.



\$650.00



### Centrifugal Casting Machine

The ultimate casting solution; ([22-1304](#)) features adjustable speeds, an automatic digital timer, and a "broken" arm design, allowing maximal metal flow into the flask.

To shop and get prepared  
visit [Stuller.com/HolidayPrep](http://Stuller.com/HolidayPrep).

# Nine WEEKS OUT

OCTOBER 23 - NOVEMBER 12, 2015

*Get a grip on accelerating  
holiday orders with the right  
tools for the job.*

## TIMELINE tip:

Is your bench equipped for any piece a customer might throw at you? If not, order new tools now so that you'll have them ready before the rush. To shop, visit [Stuller.com/Tools](http://Stuller.com/Tools).



### Premium Casting and Rolling Grains

Using only the most pristine metals, Stuller's grains both reduce porosity and ensure radiance in the resulting casts. From our over 50 qualities of rolling and casting alloys to our karated casting grain, we confirm quality with traditional fire assay and x-ray fluorescence. To learn more about our offerings, including karated gold casting alloy, visit [Stuller.com/Metals](http://Stuller.com/Metals).



### Red Box and Black Box

Add value and augment sales for your store this holiday season with

Black Box Gemstones® and Red Box Diamonds®. Arriving in its own custom box, each stone here stands alone, with individual grading and a laser-inscribed identification number. Banish anxiety with 1-year free Gemshield® insurance as these treasures appear at your door via next-day air. For trust, confidence, and security, stock up for the holidays at [Stuller.com/RedBox](http://Stuller.com/RedBox) and [Stuller.com/BlackBox](http://Stuller.com/BlackBox).



### Displays that Fascinate

Stuller offers a vast spectrum of choices in store display solutions. As the holidays approach, rearrange and refresh your layout. Utilize our pre-assorted display sets to make the process quick and easy. Stuller has what you need to create new, striking presentations. To see them all, visit [Stuller.com/DisplaySets](http://Stuller.com/DisplaySets) today.

### StullerSonic™

Perfect the cleaning process with the Stuller-Sonic's (23-5712) (available in 2,3 and 6 quart) array of advanced options.

\$595.00



\$16.50

### Chasing Hammer

Fashion elaborate patterns with the round end of this hammer (37-0367), and use the flat head for molding objects to strike chasing tools.

### Tronex Chain Nose Plier

The cushioned grips on these pliers (46-0010) and your choice of standard or longer handles provides for ultimate comfort.



\$44.05



### Grobet USA® Valtitan Needle File Set

An ideal choice for platinum, this file set (31-8046) resists corrosion and boasts a Rockwell hardness of 72HRC.

# Six WEEKS TO GO

NOVEMBER 13 - DECEMBER 3, 2015

*Be equipped to add a bit of extra luster in these last crucial weeks.*

## TIMELINE tip:

Don't get caught unequipped for to handle custom holiday requests. Be sure you have the findings on hand to make their dreams come true. To shop and order now, visit [Stuller.com/Findings](http://Stuller.com/Findings).

### Luxor Buff & Polish Kit

Prepare, polish, finish, and super-finish with this colorful lot of superior Luxor polishes (**47-3221**). 4" TPB and STV cotton buffs are included.



\$49.95



### Custom Ready Findings

Your bench should be clear for the custom work that will inevitably appear. In order to follow through, you'll need to make sure you have ample componentry. For instance, for "quick custom" earrings on the fly: stock up on friction earring backs (**1912**), .030x.370" standard posts (**1601**), or Round Earring Mountings with Protektor™ Backs (**22260**).



### Calibrated Gemstones and Melee Diamonds

All of our stones are available to be matched to your specifications, and our team of diamond and gemstone

experts will ensure that you receive both the best value and the most sensible selection for the impending holiday. For more on our extensive offerings, visit [Stuller.com/CalibratedGems](http://Stuller.com/CalibratedGems) and [Stuller.com/MeleeDiamonds](http://Stuller.com/MeleeDiamonds).



### Product Labeling

Proper labeling of price, metal quality, and carats are always important, but are you prepared to conquer the holiday labeling scramble? To print your own labels quickly and affordably, The Smart Label Printer 620 (**60-8200**) uses direct thermal technology to print at 2.76" per second. Make sure your customers and your salespeople have the information they need with attractive and accurate tags. Visit [Stuller.com/JewelrySupplies](http://Stuller.com/JewelrySupplies) for more information on our labeling and general packaging solutions.



\$3.55

### Two-Part Jewelry Epoxy

Hold it together for the holidays with this translucent, non-shrink formula (**12-0451**) designed particularly for jewelers' use.

### Knife Edge Unmounted Silicone Polishing Wheel

Designed in Germany, this flexible, soft green wheel (**11-6085**) imparts a silky matte finish to the precious metal of your choosing.

\$0.65



\$6.90

### Primo® High Speed Steel Jobber Titanium Coated Twist Drill Bits

Drill smoother, cooler, and faster with these hardy, titanium-coated jobber bits (**10-8330**), which last 4-5 times longer than non-coated drills.

To shop and get prepared  
visit [Stuller.com/HolidayPrep](http://Stuller.com/HolidayPrep).

# Three WEEKS OUT

DECEMBER 3-24, 2015

*Consider how to leave an  
impression of excellence even  
after the sale is made.*

## TIMELINE tip:

Metals product like preform and solder are necessities for this time of the year. Between last minute fixes and resizing after the holiday, you'll be ready. To order now, visit [Stuller.com/Metals](http://Stuller.com/Metals).

### Renata Watch Batteries

These mercury silver oxide batteries (**EBAT:R371P10:T**), sold in packs of 10, will come in handy when the holiday rush begins.



\$8.47

\$0.42



### Energizer 0% Mercury Watch Batteries

Build your watch battery replacement sales and profits all year long with this pack of button cell batteries (**EBAT:364363:T**).



### The Perfect Fit

Your customer has a simple problem. The perfect ring spins loosely on her finger. Keep things on track, and your customers satisfied, with a 12-piece ring guard kit (**22665**).



### Birthstones

Drop-in ready and available in genuine, imitation, and lab-created options, our birthstone selection is vast. Stock up on items in topaz and citrine for November, or turquoise, zircon, and tanzanite for December. Prepare with one of our loose birthstone selling systems in three or six count (**KIT-BIRTHSTONE**), as well.



### Preform™ Sizing Stock

Be ready with sizing stock for the inevitable trickle of repairs and resizing. Compared to conventional methods, our Preform™ sizing stock solutions take only a third of the time, helping you hang on to those holiday profits. To learn more about Preform, visit [Stuller.com/Preform](http://Stuller.com/Preform) today.



### Last Minute Gifts

An array of gift options kept near the counter is essential during these last weeks. Jewelry chests, gold plated flowers, cleaners and others supplementary items should fit the bill. View our vast selection at [Stuller.com/Gifts](http://Stuller.com/Gifts).



\$1.97

### Emerging Power 377-376 Silver Oxide Watch Batteries

Keep your customers' electronics going this season with this 5-pack of button cell batteries (**EBAT:377376EP:T**), a necessity for any season.



\$0.42

### Emerging Power 2016 Lithium Watch Batteries

Time seems to move faster during the holidays. Keep things ticking by stocking up on these convenient battery 2-packs (**EBAT:2016EBP:T**).