

FROM THE BENCH

JANUARY 2012



DARRELL WARREN
VP, MERCHANDISING DIVISION

Educate Yourself in Proficiency

While digging out of a never-ending pile of Christmas receipts (because we know you had a great season), it seems as though 2011 passed by in a flash. Plan for success in the new year by working smarter instead of harder. For us here at Stuller, this means putting our heads together and figuring out the best, quickest and most efficient way to get you what you need. And this holds true for any business. That's why we've stuffed this issue full of new and innovative products designed to help you be more efficient, more effective and more profitable in the coming year. You'll see items like stone

testers, Orion welders, and Valentine's Day-inspired findings. Another way to stay educated in efficiency is to attend the annual Stuller Bench Jeweler Workshop March 25th–27th. This workshop is the best bargain in the industry and if you learn just one new trick or idea that will make your job easier, it will be considered a success. Register early because space fills up fast. And while you're at it, don't forget to become a member of benchjeweler.com where you can take advantage of daily specials, industry connections, and handy how-to videos. Wishing you a successful 2012!

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Valid until February 29th, 2012

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NEW Black Rhodium

Stuller introduces black rhodium as a great plating option to enhance your jewelry. This new stylish color addition is sure to dazzle your customers. See **page 4** for more information.



Romantic Roses Return

With Valentine's Day quickly approaching, be sure to stock up on these popular add-on gifts. See **page 6** for more information and the full assortment.



SAVE \$20
Register by
Jan 31st

BENCH JEWELER WORKSHOP

March 25–27, 2012 Lafayette, Louisiana
Featuring David W. Cochran, MJSA President and CEO

Mark your calendars for the annual Bench Jeweler Workshop hosted by Stuller at our global headquarters. Join us and other bench jewelers from all across the country for this workshop focused on the tools and techniques of success.

With nearly two dozen vendors with specialties ranging from engraving to lasers and Stuller experts in all aspects of the trade, including casting, wax, plating and more, all attendees will benefit and learn, regardless of experience level. Enjoy a keynote address by MJSA President and CEO David W. Cochran. Learn more about Stuller and our facility through a guided tour. Take advantage of tradeshow specials and discounts or bargain hunt in our popular Used Tools room.

Sign up online or with the enclosed registration form today. Register on or before January 31st to take advantage of our early-bird discounts on top of regular discounts for multiple attendees from the same store. Benchjeweler.com members also receive exclusive offers, such as an extended deadline date for the early-bird discount. Don't miss out on this great way to network and learn.

Additional Accents— New Princess-Cut Melee



With the increasing popularity of our Precision-Cut Round Melee diamonds, we have decided to offer the addition of top-make, exceptional quality diamonds in VS F+ Princess-Cut. Ranging from 1.25mm to 4.00mm, these melee diamonds are of precise proportions and higher clarity, providing a great accent to any piece.



NEW

Passing the Test

Staying informed is a vital part of success in our industry and knowing which gemstones you’re working with is critical. To help, Stuller carries a variety of great diamond and gemstone testers—some even include the industry’s first infrared design.

Testers

Item #	Description	Price
A. 56-7713	Pistachio Referential Meter	\$159.00
B. 56-7712	Ciel 3-in-1 Multi-Tester	\$249.00
C. 56-7711	Azure Diamond and Moissanite Tester	\$114.50

Gemlogis Testers:

A. Pistachio Designed to further expand the analog readings of the other testers, this one is the first of its kind and is as accurate as it is innovative. It segregates diamonds and Moissanite from a variety of other popular gemstones.

B. Ciel Our 3-in-1 thermal testers distinguish between diamonds, Moissanite and stimulants. Plus, it’s extremely user-friendly.

C. Azure This tester provides a fast warm-up and instant test results on loose and mounted stones. It includes a retractable tip that works regardless of shape, rough or cut.

Testers shown here are battery-operated. Accurately identify stones to buy and sell with confidence.

How-To: Gemstone Testing



Quality assurance is always a top priority when working with gemstones. Stuller does extensive testing to ensure confidence in the gemstones we buy and sell, and we want to share some of our techniques with you.

The key instruments used include:

- Refractometer
- Polariscope
- Binocular Microscope
- Gem Property Chart

1. Inspect a clean and polished stone with the unaided eye. Observe for color, transparency, cutting style and any unusual phenomena.
2. Next, use the Refractometer to obtain a reading of the gems refractive index.
3. Then use the Polariscope to find out if the gem is singly or doubly refractive.
4. Use the Binocular Microscope to look deeper into the stone for any unusual characteristics. These unique inclusions act like fingerprints to easily identify certain gems.
5. Finally, take all the readings and observations and compare against a Gem Property Chart to find an exact match.

Go to benchjeweler.com for a video of this complete process in action.

FROM THE BENCH

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Product Feature: Demika® Clasps



Easy



Powerful



Strong



Traditional



Quality

Ordinary spring rings and lobster clasps are often difficult to manage, but our new Demika self-locking clasps take the hassle out of fastening jewelry.

Just bring the two ends of a necklace or bracelet close to each other and the powerful magnets will draw them together. Then, merely press the safety catch down to lock securely.

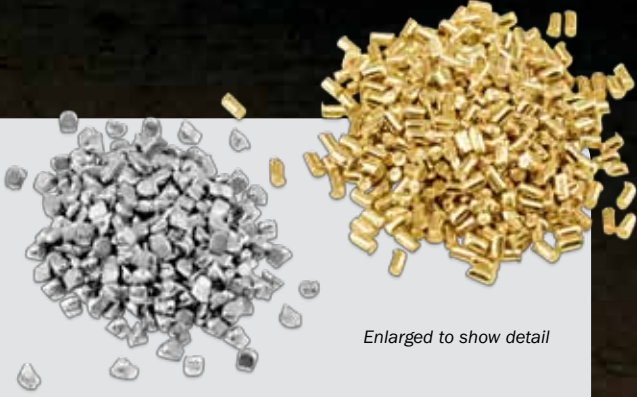
These clasps will fit any chain or bracelet and are a great up-sell opportunity. Your customers will be grateful for necklaces and bracelets that are easier to fasten.

The connection is so strong that the clasps can hold a 10 pound weight. (We know, we’ve tried it!)

Soldering Demika clasps is easy and follows traditional soldering methods. Make sure to coat the magnets with Thermo Shield (Stuller #54-4030) for protection, and solder to any necklace or bracelet.

Go to benchjeweler.com to see how easy soldering Demika clasps can be, and how strong the magnets are. These clasps can also be easily laser welded for convenience.

With all the great Demika clasp options we offer, you can have the styles and metal qualities to satisfy every customer’s taste and pocket book.



Enlarged to show detail

NEW Chopped Wire Solder

We are always looking for ways to improve our techniques and have found something that works great for us. We’ve discovered that chopped wire solder is something that streamlines productivity and is now available for you to purchase. This solder is easier to handle than bead solder and provides more surface area than chipped solder.

One of Stuller's metalsmiths, Todd, prefers chopped wire solder. “It has a cleaner flow and less pitting,” he says. He also finds that it provides exactly the right amount of solder, which greatly eliminates waste.

With endorsement from our own, we decided to pass this advantage on to you. Try it out for yourself and give us your review on the forums at benchjeweler.com.

Receive 10% off of every penny weight of solder purchase using our promo code.

PROMO CODE: JANPUB

Preform™ SIZING SYSTEM

Our in-house metal experts and master jewelers have developed a state-of-the-art ring sizing system designed to save time and money while increasing productivity. Produced in four different thicknesses, this pre-measured sizing stock matches the curvature of a ring and is available in all popular metal qualities.

This unique locking mechanism eliminates pitting, improves the quality of the joint, and dramatically decreases finishing time. Preform sizing stock saves time, eliminates excess waste, yields higher quality products, and makes your ring sizing more efficient.

Attractive Alternative

Now that you’ve seen all that these versatile fasteners have to offer, stock up on our selection of powerful Demika clasps. With the convenience these magnetic clasps offer, you are sure to wow your customers.



Demika Clasps							
Item #	Description	mm OD	Silver	Vermeil	GP	SP	14kt
A. 24313	Conversion Clasps	19x7.3x4.2	\$14.08	\$16.20	\$8.03	\$8.03	—
B. 24314	Sport Clasps	25x8x5.9	—	—	\$8.03	\$8.03	—
C. 24365	Magnetic Clasps with Ring	19x7.3x4.2	—	—	—	—	\$98.83



24315	
Description	Demika Magnetic Clasp Selling System
Price	\$337.47



Orion Welders – Bringing You the Very Best

The Orion 100c and Pulse 150i are changing the way jewelers create, build, and repair jewelry. Their simple interface, laser-like qualities, advanced settings, and space-saving designs make them the most versatile micro pulse-arc welders on the market. And Stuller is excited to bring both to you.

The touch screen and MyWeld™ software allows users to save and load weld settings with just the touch of a button making these welders extremely user-friendly. Another plus—the Orion Pulse 150i is easy to update and upgrade with new enhancements that can be simply downloaded straight to the welder.

Compact and workshop-friendly, both of these welders provide power and precision while maximizing bench space.



14-0140

Description	Orion Pulse 150i Welder
Price	\$7,500.00

The Pulse 150i welding system comes equipped with two unique welding technologies:

- Resistance for more control over the strength of the weld
- Pulse Arc for deeper penetration and more precise energy control

It also has three energy ranges: Ultra, Micro, and Nano.

The 100c Pulse Arc welder features two weld settings, Pulse Arc and Micro Modes.

The Orion 100c and Pulse 150i continue the Orion legacy of providing the most high-tech, versatile, and affordable welding solutions on the market. And by carrying these welders, Stuller continues its legacy of bringing you the best tools to make you a hero to your customers. For more information, visit benchjeweler.com

14-0141

Description	Orion 100c Pulse Arc Welder
Price	\$3,700.00



Make the Most of Your Orion Welder Investment

Make the most out of a new Orion Pulse 150i welder by stocking up on speed wire and laser wire. These metal offerings are a great way to take advantage of the speed and dexterity of the Orion welder.

For more information, search "speedwire" on stuller.com.



Enhanced Color with Black Rhodium

We are excited to introduce black rhodium plating, the newest way to enhance your precious metals. The rhodium process is a great way to increase the durability of your jewelry while ensuring a continuous shine. This is an easy, do-it-yourself process that can also improve the color of your jewelry.

The rich, gun metal color this process creates adds contemporary, yet elegant style to any piece of jewelry. Our black rhodium provides a “true black” color, unlike most black rhodium that can appear dark gray.

The process is very similar to standard rhodium plating, but requires a longer bath time and has a lower deposit rate. Check out benchjeweler.com to find a step-by-step video on this simple procedure and enhance your inventory with black rhodium–plated jewelry.



45-4191













Product #		Price
45-4190	Black Rhodium Additive	\$24.95
45-4191	Black Rhodium Kit	Call for Price

Be Mine with Rose Gold



Add an elegant touch of color to your jewelry with 14kt rose gold componentry. We are also offering a special for Valentine's Day—when you purchase a dozen rose gold components you get 10% off of your rose gold findings purchase.

PROMO CODE: JANPUB

	1601	Standard Friction Post
	post size	.030"x.370"
	14kt rose	\$3.04
	1780	Extra Light Friction Post
	post size	.026"x.370"
	14kt rose	\$2.89
	1912	Medium Friction Back
	post range	.026"—.030"
	pad mm	5.2
	14kt rose	\$7.23
	2263	Medium Friction Back
	post range	.026"—.030"
	pad mm	9.4
	14kt rose	\$21.59
	3510	Lightweight Friction Back
	post range	.026"—.030"
	pad mm	4.2
	14kt rose	\$4.02
	65	Rabbit Ear Bail
	mm ball ID	3.3
	14kt rose	\$17.71
	23276	Standard Lobster Clasp
	mm OD	8.5x3.3
	ring mm ID	0.9
	14kt rose	\$19.92
	276	Standard Lobster Clasp
	mm OD	10.3x3.8
	ring mm ID	1.0
	14kt rose	\$21.25
	SR5.5	Spring Roll with Seamless Open Clasp
	mm OD	5.5
	ring mm ID	1.1
	14kt rose	\$4.98
	SR6	Spring Roll with Seamless Open Clasp
	mm OD	6.0
	ring mm ID	1.5
	14kt rose	\$5.93
	SH2	Half-Round Light Pinched Shoulder
	shoulder (WxH)	2.5x2.3
	base (WxH)	2.0x1.3
	14kt rose	\$76.16
	SH3	Half-Round Light Pinched Shoulder
	shoulder (WxH)	2.9x3.3
	base (WxH)	2.3x1.5
	14kt rose	\$84.37

Spring into Action

This self-adjusting ring guard is a great solution to high metal markets. The hidden spring allows compression over the knuckle and creates a firm fit on the finger.



22650					
shank mm	2.0	2.5	3.0	3.5	4.0
GF	\$5.41	\$5.41	\$5.41	\$5.71	\$5.71



22665	
Description	12 Piece Spring Guard Kit*
Price	\$59.45

*Kit includes one set of yellow gold-filled guards (YGF) and one set of white gold-filled guards (WGF), from 2mm-5mm.

Repair-Ready Components for Valentine’s Day

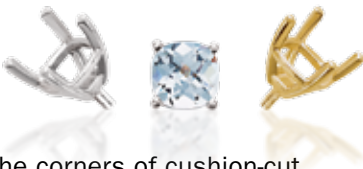
These high-quality replacement shanks are die struck and are available in three widths.



Half-Shanks			
Item No.	SH261	SH7	SH8
Description	Light	Medium	Heavy
shoulder (WxH)	1.9x1.3	2.5x2.0	3.5x2.2
base (WxH)	1.7x1.2	2.0x1.4	2.9x2.0
14kt	\$46.06	\$55.89	\$121.50



Cushion Your Stones



These new, specially designed settings are engineered to hold the corners of cushion-cut stones. They are made from Stuller's own metal mold technology and accommodate deep-bellied color stones.

24962	Antique Square Peg Settings												
ct weight	0.23	0.25	0.36	0.46	0.66	0.84	1.00	1.28	1.67	2.00	2.75	3.90	
center mm	3.5	4.0	4.5	5.0	5.5	6.0	6.5	7.0	7.5	8.0	9.0	10.0	
14kt*	\$15.84	\$19.11	\$20.84	\$24.79	\$29.61	\$32.91	\$37.48	\$42.94	\$46.25	\$55.18	\$63.95	\$77.75	
platinum*	\$43.22	\$48.91	\$56.72	\$67.60	\$80.75	\$84.04	\$102.22	\$124.86	\$139.18	\$155.59	\$170.60	\$207.55	

*Price includes one peg setting.

24972	Antique Square Split Prong Peg Settings												
ct weight	0.23	0.25	0.36	0.46	0.66	0.84	1.00	1.28	1.67	2.00	2.75	3.90	
center mm	3.5	4.0	4.5	5.0	5.5	6.0	6.5	7.0	7.5	8.0	9.0	10.0	
14kt*	\$16.97	\$17.60	\$22.29	\$24.75	\$27.78	\$34.00	\$36.70	\$37.18	\$43.06	\$48.28	\$57.64	\$74.49	
platinum*	\$56.42	\$58.80	\$74.46	\$78.88	\$87.52	\$89.46	\$100.56	\$102.13	\$116.46	\$117.63	\$155.99	\$181.59	

*Price includes one peg setting.

28339	Antique Square Twin Prong Peg												
ct weight	0.25			0.46			0.84			1.28			2.00
center mm	4.0			5.0			6.0			7.0			8.0
14kt*	\$24.12			\$34.39			\$42.29			\$70.80			\$92.77
platinum*	\$65.56			\$92.85			\$112.20			\$184.82			\$239.52

*Price includes one peg setting.



24870	Oval Filigree Back-Set Bezel Earring				
ct weight	0.5	1.0	1.5	2.5	
center mm	6x4	7x5	8x6	9x7	
14kt (1-pc)	\$21.88	\$31.06	\$39.13	\$59.09	



24871	Oval Filigree Back-Set Pendant				
ct weight	0.5	1.0	1.5	2.5	3.0
center mm	6x4	7.5	8x6	9x7	10x8
14kt (1-pc)	\$29.80	\$37.92	\$51.57	\$66.41	\$79.19
sterling (1-pc)	\$5.10	\$5.45	\$5.95	\$6.57	\$7.04



24872	Oval Filigree Back-Set Bezel Dangle			
ct weight	0.5	1.0	1.5	2.5
center mm	6x4	7x5	8x6	9x7
14kt (1-pc)	\$18.90	\$31.08	\$38.09	\$52.29
sterling (1-pc)	\$4.66	\$5.16	\$5.39	\$5.92



24873	Round Filigree Back-Set Bezel Earring				
ct weight	0.5	0.75	1.0	1.25	2.0
center mm	5.0	6.0	6.5	7.0	8.0
14kt (1-pc)	\$24.70	\$33.85	\$41.31	\$47.20	\$51.57



24874	Round Filigree Back-Set Bezel Pendant				
ct weight	0.5	0.75	1.0	1.25	2.0
center mm	5.0	6.0	6.5	7.0	8.0
14kt (1-pc)	\$30.45	\$43.34	\$51.92	\$58.03	\$64.11
sterling (1-pc)	\$5.11	\$5.61	\$5.93	\$6.19	\$6.43



24875	Round Filigree Back-Set Bezel Dangle				
ct weight	0.5	0.75	1.0	1.25	2.0
center mm	5.0	6.0	6.5	7.0	8.0
14kt (1-pc)	\$18.45	\$30.65	\$37.69	\$41.64	\$49.91
sterling (1-pc)	\$4.64	\$5.15	\$5.38	\$5.60	\$5.87



Limited-Time Offer

Dynamic Window Dressing

61-5753

Description	Case-by-Case Display
Price	\$399.00

Create a traffic stopping window this Valentine’s Day with crimson, soft-suede displays. Call one of our design consultants today at 800-877-7777 ext. 2487 to get started. (While supplies last.)



Royal Box Collection

Jewelry is the perfect Valentine’s Day gift and the right packaging can really make it special. Stuller carries a large variety of packaging products that can make your customer's gifts really stand out.

Product #		Price
61-7440	Single Ring Box	\$14.95
61-7441	Small Pendant/Earring Box*	\$14.95
61-7442	Cuff Link Box*	\$12.98
61-7443	Large Pendant/Earring Box*	\$21.96
61-7444	Layout Bracelet Box*	\$25.68
61-7445	Bracelet/Watch Box	\$27.96
61-7446	Necklace Box	\$59.86
61-0556	Medium Mod Rectangle Gift Bag (10 pk)	\$13.95
61-0595	White Gift Wrap Tissue (480 sheets)	\$21.95

*Items not pictured above.



Flower Pillow Packs and Jewelry Cases

Product #		Price
61-6696	Small Flower Pillow Pack (10 pk)*	\$12.50
61-6697	Large Flower Pillow Pack (10 pk)*	\$19.95
65-6698	Small Black Luxury Jewelry Case	\$12.50
65-6698	Large Black Luxury Jewelry Case	\$16.50

*Available in black, red, or crème.

Forever Roses — Just in Time for Valentine's Day

Roses are symbolic of Valentine’s Day and none are as everlasting as ours. These real semi-opened rose petals are dipped in lacquer and trimmed in 24kt gold with 12" long, gold-plated stems. Each rose is elegantly wrapped in gold tissue and packaged in a gold two-piece presentation box with an authenticity card.

Product #		Price
61-9140	24kt Gold Rose	\$42.50
61-9141	Red Rose	\$39.50
61-9142	Orange Rose	\$39.50
61-9146	Cream Rose	\$39.50
61-9147	Pink Rose	\$39.50
61-9148	Yellow Rose	\$39.50



Tip: These roses are an easy way to develop repeat business. Each special occasion, customers will continue to add to their collections.

Creations by Cupid

From cards to candy, nothing says Valentine’s Day better than the shape of a heart. With this dreamy tradition in mind, we are offering our Hearts on Top® findings collection, perfect for this romantic holiday season.

22500	Round Hearts on Top 6-Prong Peg Setting		
ct weight	0.25 0.33 0.50 0.75 1.0 1.5 2.0 3.0		
mm stone	4.1 4.4 5.2 6.0 6.5 7.4 8.2 9.4		
14kt (1-pc)	\$29.41 \$32.00 \$39.44 \$44.90 \$53.44 \$64.58 \$79.92 \$102.47		

22499	Round Hearts on Top 4-Prong Peg Setting		
ct weight	0.25 0.33 0.50 0.75 1.0 1.5 2.0		
mm stone	4.1 4.4 5.2 5.8 6.5 7.4 8.2		
14kt (1-pc)	\$25.01 \$26.77 \$34.64 \$39.44 \$46.66 \$57.39 \$69.89		

23359	Round 4-Prong Hearts on Top Peg Setting		
ct weight	0.25 0.33 0.40 0.50 0.65 0.75 1.0 1.25 2.0		
mm stone	4.1 4.4 4.8 5.2 5.6 5.8 6.5 7.0 8.2		
14kt (1-pc)	\$25.20 \$28.26 \$32.66 \$37.44 \$40.28 \$43.17 \$54.99 \$62.85 \$97.37		



22702	Round 4-Prong Hearts on Top Setting		
ct weight	0.25 0.33 0.50 0.65 0.75 1.0 1.25 1.50		
mm stone	4.0 4.5 5.0 5.5 6.0 6.5 7.0 7.5		
14kt (1-pc)	\$29.77 \$33.32 \$42.01 \$49.73 \$56.02 \$64.81 \$65.47 \$90.20		

23360	Round Hearts on Top Pendant		
ct weight	0.23 0.33 0.47 0.65 0.80 1.0 1.25 1.50 1.90		
mm stone	4.0 4.5 5.0 5.5 6.0 6.5 7.0 7.5 8.0		
14kt (1-pc)	\$38.54 \$43.80 \$44.00 \$59.96 \$69.84 \$82.49 \$95.43 \$110.31 \$118.34		

23361	Round Hearts on Top Earring with .03" Post		
ct weight	0.23 0.33 0.47 0.65 0.80 1.25 1.5 1.90		
mm stone	4.0 4.5 5.0 5.5 6.0 7.0 7.5 8.0		
14kt (1-pc)	\$35.21 \$39.35 \$47.22 \$56.22 \$57.48 \$70.20 \$94.23 \$108.19		

How-To: Marquise Stone Setting

Stone setting is a fundamental job for most bench jewelers. Learning new tips and techniques can help you improve your process, as well as the final product. To help, we want to share with you the techniques that our in-house jewelers have found work best for setting marquise stones. (See tools reference below.)

1. Trial fit your stone to the head, adjusting the spacing and location of the prongs carefully with chain nose pliers. When finished, the stone should fit just above its final resting place.
2. Use a bearing or 90° bur to cut the seat in each V-prong. Use light pressure to cut the seats.
3. Most fancy-shaped stones have points on them, so you will need to drill a shallow hole in the center of the seat on the V-prongs with a round bur to provide the proper clearance.
4. While still using the round bur, cut a small groove down the center of the V-prong to allow room for the corner facets of the stone's pavilion.
5. Cut seats 40-50% deep into the side prongs with a 90° bur.
6. Use your knife-edge graver to remove any burs that are left on the sides of the seats.
7. Test the fit of your stone into the seats and make any corrections.
8. Once satisfied, prep and pre-polish the sides of the prongs with a soft mounted bristle brush and Picasso Blue Rouge (#47-3246). Then clean the setting in an ultrasonic.
9. Place the stone in the seats with a pair of chain nose pliers. Pinch the end of the V-prong to tighten it over the stone. Repeat this for both V-prongs, making sure the stone is straight.
10. Using chain nose pliers, bring the side prongs into the final position. Make sure the stone remains straight and tight.
11. Shape and finish the V-prongs with a sanding disc and a square edge blue silicone wheel.
12. Next, shape and finish the side prongs with a sanding disc, cup bur and a sharp blue silicone wheel. Follow up with a #39 graver to remove any flashings.
13. Finally, polish the setting with traditional polishing methods.



Following these easy steps, you now have the foundation to set any stone that is sure to complement any ring and wow any customer. Congratulations on a job well done. Visit benchjeweler.com for a complete step-by-step video of this process, tips and products.

Stone Setting Tools Reference

• Chain Nose Pliers	46-1520
• 90° Bearing Bur Set	19-3180
• Round Bur Set	19-3160
• Cup Bur Set	18-1530
• Blue Knife Silicone Wheel	11-8174
• Blue Square Edge Silicone Wheel	11-8172
• Soft Mounted Bristle Brush	16-6053
• Picasso Blue Rouge	47-3246
• #2 Knife Graver	36-2601
• #39 Flat Graver	36-2563
• Medium Sanding Disc	10-7011
• Medium Jewel Picker	57-0450



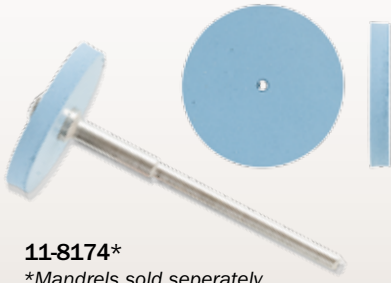
19-3180



46-1520



57-0450



11-8174*
*Mandrels sold separately



47-3246

Member Spotlight — Vince Wallerich

Vince of Bill’s Jewelry Shop in Grinnell, Iowa has a knack for turning ordinary designs into something new. With 13 years of experience and talents that include everything from repair to wax carving to design work, he is a contributing creative voice on benchjeweler.com forums. Using his exceptional design skills, here is a piece that he created using a Stuller round 3-prong bezel trim mounting (#1125).



To start, Vince took out three heads and shaped the piece. Then, he cut between each head and welded it back together to make the overall shape tighter. Finally, he set the piece with Swiss Blue Topaz and Chatham Emeralds—a great example of how easy it is to transform something familiar into something fresh and exciting.

To see more of Vince’s original work, check out his posts on benchjeweler.com as the username *prairiejeweler*.



NEW Weighing Your Options

Stuller is excited to introduce new mini digital pocket scales. These handy tools are designed to look like gold bars. Each includes a digital LED display and auto off feature. Light weight and portable, these scales provide accuracy up to .01 grams and are professionally-graded for the jewelry industry.

Featured School: Miami Jewelry School

First opening its doors in 1987, the Miami Jewelry School established itself as the first vocational goldsmithing school in Florida. After 24 years of teaching the art of jewelry making, it stands as a prestigious school where one-on-one personal instruction and hands-on training continued to influence the industry.

Training students with the best and latest tools, equipment and technology, the school provides an interactive, hands-on environment that teaches every step of the fabrication process. The school has expanded its facility and its curriculum, but still have students work at fully-equipped benches to offer a more complete jewelry creating experience.

The Miami Jewelry School continues to represent excellence in education by molding the jewelry professionals of tomorrow. For more information, visit www.miamijewelrysthool.com.



BENCHJEWELER.COM

Your Video Reference Resource

Have you joined benchjeweler.com? If not, you’re missing out on a wide range of opportunities. Becoming a member opens up the door to exclusive sales, free educational videos and articles from Stuller experts.

Take a look at our informative videos, some of which are referenced in this very issue:

- Gemstone Testing.....p.2
- Demika Clasps.....p.3
- Black Rhodium Plating.....p.4
- Stone Setting.....p.7

You’ve come to rely on Stuller for the high-quality and cutting-edge tools you use everyday, so why not take advantage of this valuable, virtual tool as well. After all, it was created with you in mind. With all the knowledge from others in the industry and Stuller experts at your fingertips, this is one tool you can’t afford not to have. Best of all—it’s free.

2012 SPRING TRADESHOWS

- JA / NY WinterJan 21 - Jan 24
- AGTA & GJX TucsonJan 31 - Feb 5
- RJO / NashvilleJan 28 - Jan 30
- SJTA / Atlanta WinterFeb 25 - Feb 27
- MJSA / NYMar 11 - Mar 13
- Bench Jeweler Workshop . . .Mar 25 - Mar 27
- INSTORE / ChicagoApril 21 - April 23



The SMART Jewelry Show, taking place April 21st–22nd at Chicago’s Navy Pier, is as much an industry conference as it is a jewelry show. It provides a bustling trade show floor and a world class education program. Stock up on the right new products and learn how to better sell them. The show is designed to fulfill all of your industry needs.

Register at www.smartjewelryshow.com to sign up for the Stuller sponsored Ultimate Design Contest and Bench Pressure Challenge and test your skills against other industry professionals.