

FROM THE BENCH

MARCH 2012



DARRELL WARREN
VP, MERCHANDISING DIVISION

Socially Proactive

Where can you talk to all of your customers simultaneously about whatever you want while relaxing in your pajamas and drinking your coffee? You guessed it—through social media.

Now, I'm not going to waste your time giving you Facebook statistics or Twitter examples, but it's important to be on the social media networks. Why? Well, don't you want to be in on a conversation that's going on about you? I guarantee there's one happening right now. And you'll want to contribute, add value, gain trust, and you'll use those conversations to do it. Our customers are changing. They're trying new things and so should we if we want to stay competitive and relevant.

At Stuller, we've taken these thoughts into consideration and have decided to up our social media game this year. We're actively participating on Facebook, Twitter, YouTube, and LinkedIn, in addition to our continuing social media efforts on Benchjeweler.com. Drop by, like our page, and say hi. Our goal through these venues is to strengthen our relationships with you, our customers. We want you to get to know Stuller the people, instead of just Stuller the company. So, while providing handy tips and tricks for the success of your business, we'll also show you what goes on everyday in our lives—how we work each day to make you the hero. See you online!

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LOOK FOR OUR PROMO CODES
Valid until April 30th, 2012

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BENCH JEWELER WORKSHOP

Stuller's annual Bench Jeweler Workshop is almost here and there is still time to sign up. See page 2 for details on classes, vendors, and other valuable opportunities.



Stuller Metals—Why Buy from Anywhere Else?

Check out page 3 to hear from Stuller experts on what sets us apart.



Dazzling Alternatives

Diamonds have always been a brilliant part of fine jewelry. However, due to their higher costs, it's challenging to provide customers with affordable jewelry that has the same style and elegance.

We sympathize with you, understand the problem this causes and want to offer you the industry's best solution. Our white gemstones are a smart and gorgeous alternative that will provide a stunning look for a more reasonable price.

Set your jewelry with white topaz or white sapphire for a look that dazzles at a price that is sure to impress. These natural gemstones are available in the most popular cuts, such as round, oval, square, emerald, pear, and marquise. Bring brilliance to your customers' jewelry using these genuine gemstones.

NEW Spring Watch Strap Collection

Stuller has you covered on everything you need for spring, from EZ-Change strap assortments and 14kt gold buckles to a customizable gift folder and display cases. Check out page 7 for an extensive look.



BENCH JEWELER WORKSHOP

March 25–27, 2012 Lafayette, Louisiana

Featuring David W. Cochran, MJSA President and CEO



The annual Bench Jeweler Workshop hosted by Stuller is just around the corner. Take advantage of the best workshop in the industry that's focused on the tools and techniques of success.

All attendees will benefit and learn, regardless of experience level, with educational classroom seminars that include:

- Hands-on Time with CounterSketch Studio
- Understanding Contemporary Metals
- Renewing and Refreshing Case Layout and Design
- Basic Diamond Grading
- Working with White Metals

Take advantage of unprecedented deals on refurbished, closeout, or demo tools and test out the latest models. Also tour Stuller's world-class manufacturing facility, and visit with industry vendors from:

- Au Enterprises
- Beadalon
- G-Tec Natural Gas Boosters
- AnD Scales
- Kate Wolf
- Rofin Laser Welders
- GRS Engraving
- Orion Jewelry Welders
- Quatro Air Handling
- Foredom

Join us at our global headquarters for two full days of continuous demonstrations from industry pros and Stuller experts, plus a chance to network with peers from across the country. Log on to benchjeweler.com/workshop today to register. And don't forget that Bench Jeweler members receive a special discount, so if you haven't already, become a member today.



Spring Displays

Add a splash of spring color to your windows and showcases with our translucent displays, which are in-stock and ready for delivery. For additional colors, visit stuller.com/springdisplays.

| Product # | | Price |
|------------|-----------------------------|---------|
| A. 61-6954 | Blue Large Earring Tree | \$5.39 |
| B. 61-6953 | Blue Small Earring Tree | \$4.98 |
| C. 61-6956 | Blue Hexagon Ring Display | \$4.76 |
| D. 61-6952 | Blue Large Neck Form | \$23.89 |
| E. 61-6955 | Blue Mini Pendant Neck Form | \$7.36 |
| F. 61-6951 | Blue Medium Neck Form | \$19.46 |
| G. 61-6950 | Blue Small Neck Form | \$14.98 |
| H. 61-6957 | Blue Bracelet Display | \$6.88 |

| Available in Five Frosted Colors | | |
|----------------------------------|------|--------|
| Clear | Blue | Purple |
| Green | Pink | |

Spring Passion

Spring is a season of renewal and with this in mind, we are excited to reintroduce you to the bright, natural colors of our passion topaz gemstone collection. Bring an added touch of excitement and fun to your fine jewelry.

This collection applies an environmentally friendly form of enhancement to genuine white topaz that is permanent and durable. This patented treatment offers an affordable gem with vast color possibilities. Brilliant and resilient with supreme color consistency and precision cutting, passion topaz is an ideal way to capture the colors of the season.

Perfectly paired with Stuller's flower cinch-bezel dangle settings, passion topaz sets you up for experiencing the beauty of spring.



| 28023 | Flower Cinch Bezel Dangle |
|-------------------|---------------------------|
| center mm | 4.0 |
| 14kt (1-pc) | \$14.53 |
| sterling (4 pack) | \$8.03 |

| 22530 | Fish Hook Wire* |
|-----------------|-----------------|
| mm size | 17.25x11.0 |
| 14kt (1-pc) | \$14.86 |
| sterling (1-pc) | \$0.83 |

*More sizes available at stuller.com

FROM THE BENCH

| | | | | |
|---|--|--|---|---|
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MAINTAINING YOUR BUSINESS

Stuller Makes the Metals that Matter

What makes great fabricated metals?

- Precise specification
- Attention to detail
- Superior surface finish

What sets Stuller apart?

- Fast, dependable and reliable services
- State-of-the-art equipment
- 98% recycled metals
- High quality and consistent purity in raw materials
- Tenured employees with over 100 years of combined dedicated experience

We not only sell quality mill products in every form, but also have systems and programs to save you time and money such as our Clean Scrap Program, Metals Club, Refined Karats, and our revolutionary PREFORM Sizing System. Let's take a closer look at what this means for you and your business.



"We produce a wide range of materials, from raw product to finished goods. We make it all here at Stuller and we use it as well, so you can be assured of the high quality."

-Ted Weber, Coordinator of Metals Fabrication



"This industry is like an iceberg—there is more to it than appears. If you looked at it from hundreds of angles, you would realize you had only scratched the surface."

-Kurt Jagneaux, Director of Metals Fabrication

What is the Clean Scrap Program?

This is a benefit program that lets our customers get paid for precious metal scrap.

Why should you send us your scrap?

You have trusted and depended on us for 40 years to supply you with metals. Now you can trust us to pay you for your excess materials.

How does the Clean Scrap process work?

Visit benchjeweler.com for an in-depth video on the process our clean scrap program follows.

What are Refined Karats?

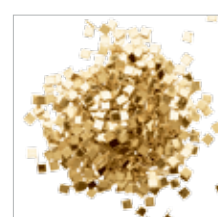
This is our green initiative that insures we use 98% recycled metals in all aspects of operation. All gold is refined to its purest form before being recycled.

What is the Metals Club?

Simply put, this is the best program in the industry for value priced metals. This price break program allows customers to purchase as little as one pennyweight of grain or mill product and still receive bulk discount pricing.

Color match solder—what is it?

We understand most jewelers are particular about their solder, and so are we. That is why our metallurgists worked with in-house jewelers to develop the best solder in the industry. We use it and you should, too.



Now that you know what Stuller has to offer, why go anywhere else?


Stuller Has Your Backs


High Volume Pricing Available


Manufactured at our state-of-the-art facility in Lafayette, Stuller is still your source for the best posts and backs. You can rest assured you are receiving the highest quality products at an affordable price. **Plus, receive 15% off your post and back purchase using our promo code.**


PROMO CODE: MARCHPUB


Friction Earring Posts


| | |
|--|-------------------------|
|  | 1780 Extra Light |
| post size | .026"x.370" |
| 14kt (1-pc) | \$2.89 |


| | |
|---|----------------------|
|  | 1601 Standard |
| post size | .030"x.370" |
| 14kt (1-pc) | \$2.94 |
| 18kt (1-pc) | \$4.30 |
| 10kt (1-pc) | \$2.01 |
| Pall (1-pc) | \$4.11 |
| Plat (1-pc) | \$10.75 |
| sterling (1-pc) | \$0.18 |


| | |
|--|----------------------|
|  | 1800 Standard |
| post size | .030"x.437" |
| 14kt (1-pc) | \$4.22 |
| 18kt (1-pc) | \$5.47 |
| Plat (1-pc) | \$12.37 |
| sterling (1-pc) | \$0.20 |


| | |
|--|-------------------|
|  | 1801 Heavy |
| post size | .036"x.440" |
| 14kt (1-pc) | \$5.17 |
| 18kt (1-pc) | \$7.52 |
| Plat (1-pc) | \$15.34 |
| sterling (1-pc) | \$0.25 |

| | |
|--|-------------------|
|  | 1799 Heavy |
| post size | .035"x.370" |
| 14kt (1-pc) | \$4.27 |
| 18kt (1-pc) | \$6.21 |
| Plat (1-pc) | \$13.79 |
| sterling (1-pc) | \$0.22 |


| | |
|--|--------------------------------|
|  | 23331 DN Double Notched |
| post size | .030"x.440" |
| 14kt (1-pc) | \$4.95 |
| 18kt (1-pc) | \$7.25 |


| | |
|--|--------------------------------|
|  | 23332 DN Double Notched |
| post size | .036"x.370" |
| 14kt (1-pc) | \$4.17 |


| | |
|--|--------------------------------|
|  | 23334 DN Double Notched |
| post size | .030"x.440" |
| 14kt (1-pc) | \$2.82 |
| 18kt (1-pc) | \$4.61 |
| Plat (1-pc) | \$13.95 |

| | |
|--|--------------------------------|
|  | 23335 DN Double Notched |
| post size | .030"x.370" |
| 14kt (1-pc) | \$2.82 |

Friction Backs

| | |
|--|-------------------------------|
|  | 3511 Ultra Lightweight |
| post range | .026"-.030" |
| pad mm | 3.1 |
| 14kt (1-pc) | \$2.12 |
| sterling (12-pc) | \$0.13 |


| | |
|--|--------------------------------|
|  | 23324 Ultra Lightweight |
| post range | .026"-.030" |
| pad mm | 5.2 |
| 14kt (1-pc) | \$2.87 |
| 10kt (1-pc) | \$1.80 |


| | |
|--|-------------------------|
|  | 3510 Lightweight |
| post range | .026"-.030" |
| pad mm | 4.2 |
| 14kt (1-pc) | \$4.03 |
| 18kt (1-pc) | \$5.79 |
| 10kt (1-pc) | \$2.87 |
| Plat (1-pc) | \$12.52 |
| sterling (1-pc) | \$0.41 |


NEW


Cabochon Settings

Newly redesigned and lightweight, our cab settings, link, and dangles now make it even easier to set crown-style bezels. A full range of sizes are available to accommodate an even larger range of cabochon stones.

| | | | | | | |
|---|-----------------|------------------------------|---------|---------|---------|---------|
|  | 28348 | Round Cabochon Dangle | | | | |
| | ct weight | 0.47 | 0.8 | 1.9 | 2.8 | 3.5 |
| | center mm | 5.0 | 6.0 | 8.0 | 9.0 | 10.0 |
| | 14kt (1-pc) | \$25.96 | \$29.59 | \$38.27 | \$37.96 | \$41.83 |
| | sterling (1-pc) | \$4.87 | \$4.83 | \$5.19 | \$5.18 | \$5.34 |

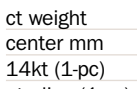
|  | 28351 | Oval Cabochon Dangle | | | |
|---|-----------------|----------------------|---------|---------|---------|
| | ct weight | 1.0 | 1.5 | 2.5 | 3.0 |
| | center mm | 7x5 | 8x6 | 9x7 | 10x8 |
| | 14kt (1-pc) | \$25.80 | \$28.17 | \$33.30 | \$38.98 |
| | sterling (1-pc) | \$4.87 | \$4.77 | \$5.02 | \$5.22 |

|  | 28342 | Round Cabochon Setting | | | | | | | | | |
|---|-----------------|------------------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| | ct weight | 0.23 | 0.47 | 0.80 | 1.90 | 2.80 | 3.50 | 4.80 | 6.50 | — | — |
| | center mm | 4.0 | 5.0 | 6.0 | 8.0 | 9.0 | 10.0 | 11.0 | 12.0 | 14.0 | 15.0 |
| | 14kt (1-pc) | \$22.79 | \$22.40 | \$26.98 | \$32.82 | \$37.00 | \$43.49 | \$44.28 | \$49.17 | \$55.64 | \$56.83 |
| | sterling (1-pc) | \$4.74 | \$4.72 | \$4.92 | \$4.96 | \$5.14 | \$5.41 | \$5.44 | \$5.65 | \$5.91 | \$5.97 |



| 28347 | Round Cabochon Setting | | | | | | | | | |
|-----------------|------------------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| ct weight | 0.47 | 0.80 | 1.90 | 2.80 | 3.50 | 4.80 | 6.50 | — | — | — |
| center mm | 5.0 | 6.0 | 8.0 | 9.0 | 10.0 | 11.0 | 12.0 | 14.5 | 18.0 | 20.0 |
| 14kt (1-pc) | \$26.08 | \$26.98 | \$36.61 | \$38.91 | \$43.88 | \$46.01 | \$46.65 | \$58.73 | \$77.99 | \$84.16 |
| sterling (1-pc) | \$4.88 | \$4.92 | \$5.12 | \$5.22 | \$5.42 | \$5.51 | \$5.54 | \$6.05 | \$6.85 | \$7.11 |





| | | | | |
|---|---------------------------------|---------|---------|---------|
|  | Oval Cabochon Chain Trim | | | |
| ct weight | 1.0 | 1.5 | 2.5 | 3.0 |
| center mm | 7x5 | 8x6 | 9x7 | 10x8 |
| 14kt (1-pc) | \$28.48 | \$30.45 | \$37.40 | \$41.03 |
| sterling (1-pc) | \$4.78 | \$4.86 | \$5.15 | \$5.30 |


NEW

Dangling the Karat





Create big, lightweight looks with new dangle components that are perfect for earrings, drops, and pendants. Mix and match with our multiple sizes and styles all available in sterling silver and white or yellow gold.





| | |
|---|--|
|  | 28326 Decorative Dangle Component |
| 14kt (1-pc) | \$125.57 |
| sterling (1-pc) | \$7.99 |


| | |
|---|--|
|  | 28324 Decorative Dangle Component |
| 14kt (1-pc) | \$108.79 |
| sterling (1-pc) | \$7.71 |


| | |
|---|--|
|  | 28325 Decorative Dangle Component |
| 14kt (1-pc) | \$104.01 |
| sterling (1-pc) | \$7.51 |





| | | Briolette Cap Dangle with Jump Ring | |
|---|---|--|-----------------------|
| 28327 | | | |
|  |  | mm OD | 6.0x5.25 9.5x7.0 |
| | | cup mm ID | 4.1 5.8 |
| | | ring mm ID | 1.1 1.1 |
|  |  | 14kt (1-pc) | \$49.00 \$90.78 |
| | | sterling (1-pc) | \$5.27 \$6.98 |


| | | Briolette Cap Dangle with Jump Ring | |
|---|---|--|------------------------|
| 28328 | | | |
|  |  | mm OD | 8.0x4.75 9.5x6.75 |
| | | cup mm ID | 3.4 5.8 |
| | | ring mm ID | 1.1 1.1 |
|  |  | 14kt (1-pc) | \$26.57 \$38.35 |
| | | sterling (1-pc) | \$4.54 \$4.96 |


| | |
|---|-------------------------|
|  | 3513 Lightweight |
| post range | .026"-.030" |
| pad mm | 5.5 |
| 14kt (1-pc) | \$7.64 |
| Plat (1-pc) | \$24.34 |
| Pall (1-pc) | \$4.62 |
| YGF (12-pc) | \$0.35 |


| | |
|---|----------------------------|
|  | 24007 Medium Weight |
| post range | .026"-.030" |
| pad mm | 4.7 |
| 14kt (1-pc) | \$12.04 |

| | |
|---|---------------------------|
|  | 2263 Medium Weight |
| post range | .026"-.030" |
| pad mm | 9.4 |
| 14kt (1-pc) | \$23.96 |
| 18kt (1-pc) | \$31.36 |
| Plat (1-pc) | \$63.74 |
| silver (1-pc) | \$1.05 |
| YGF (12-pc) | \$1.28 |

| | |
|---|--------------------------|
|  | 24087 Heavyweight |
| post range | .030"-.040" |
| pad mm | 6.4 |
| 14kt (1-pc) | \$31.77 |
| 18kt (1-pc) | \$37.19 |

| | |
|---|--------------------------|
|  | 24627 Heavyweight |
| post range | .026"-.036" |
| pad mm | 6.5 |
| 14kt (1-pc) | \$10.78 |

| | |
|---|-------------------------|
|  | 1915 Heavyweight |
| post range | .026"-.036" |
| pad mm | 9.5 |
| 14kt (1-pc) | \$30.04 |

| | | | | |
|---|--------------|--------------------|---------|---------|
|  | 24203 | Heavyweight | | |
| | post range | .030"—.040" | | |
| | pad mm | 6.0 | 8.0 | 10.0 |
| | 14kt (1-pc) | \$17.48 | \$24.05 | \$32.23 |
| | 18kt (1-pc) | \$22.01 | \$29.38 | \$39.37 |



NEW

Kee Gold Tester

The Kee Gold Tester is a revolutionary, affordable and user-friendly gold/platinum purity analyzer. This meter is a quick and easy way to nondestructively test gold and platinum. It requires no messy gels or dangerous chemicals and can test gold alloys from 10kt to 24kt in all colors without needing a color button. The easy-to-read analog meter movement allows each individual user simple calibration and efficiency.

This 12-ounce unit is only 6.6" x 3.25" x 1.75" and runs on AA batteries. The testing probe refill comes with a new cap and polishing tip that are easy to replace, allowing the user to get many years of service from one meter.

| Product # | | Price |
|-----------|-----------------|----------|
| 56-7611 | Kee Gold Tester | \$495.00 |
| 56-7612 | Probe Refill | \$49.95 |

A Model Citizen

Ensure your measurements are precise with this versatile and accurate scale. Weigh gold, gems and other materials with precision to the tenth of a gram. The Citizen CZ-1200 scale is legal for trade and allows you to obtain accurate readings time after time in six weighing modes: grams, carats, pounds, pennyweights, ounces, and troy ounces.

Other features include

- Programmable backlit display for viewing ease in dim lighting
- RS-232 serial port for sending measurements to an external source
- Removable stainless steel platform for durability and easy cleanup
- Tare feature to “zero out” the scale
- Liquid level indicator to obtain level, accurate readings
- 1200g capacity x 0.1 resolution
- 1 year manufacturer’s warranty



51-2111

| Description | Citizen CZ-1200 Scale |
|-------------|-----------------------|
| Price | \$295.00 |

Diamond Burs

With the wide variety of detail work involved in jewelry making and repair, a good bench jeweler needs an equally varied range of burs to choose from. Stuller offers the best quality and assortment with our bur kits. Choose between our set of 20 or 30 diamond-plated tools for use on metals and stone. All burs have a 3/32" shank and are plated in 150 grit diamond.



| Product # | | Price |
|-------------|---------------------------------|--------|
| 19-5001:100 | Diamond Coated Burs (set of 20) | \$6.95 |
| 19-5001:200 | Diamond Coated Burs (set of 30) | \$7.95 |

Put It to the Test

Acid testing is a traditional and reliable gold testing method. Use this set of five testing solutions used to appraise 10kt, 14kt, 18kt, 22kt gold and silver. Each bottle has 1/2 fluid ounce of testing solution, allowing the user to squeeze out one drop at a time. The new, handy test star plate replaces the needles ring and is used to test gold and silver with test acid solutions.

The kit comes with easy-to-follow instructions, designed to make this traditional testing method efficient and accurate.

56-0809

| Description | Deluxe Acid Test Kit (8 pc) |
|-------------|-----------------------------|
| Price | \$139.00 |



Precise Brilliance

Stuller’s diamonds and gemstones group offers you great ways to save time, be more efficient, and produce more beautiful products. We’re continuing this practice with Stuller precision melee diamonds and Swarovski™ machine cut gems. Available as rounds in a variety of sizes, colors, and qualities, these stones highlight any jewelry piece.

Swarovski is the world leader in machine-cut precious and semi-precious gems. Stuller is proud to carry Swarovski gems in a variety of stone types. From blue and pink sapphires to peridot, amethyst and more, Swarovski machine cut gems come in .10mm increments from 1.0mm to 4.0mm.

Stuller precision melee diamonds are among the top made diamonds in the world, in full-cut and melee sizes. These expertly cut diamonds are sold in precise increments of .05mm with a range of .10mm within each size to provide you with maximum flexibility for the most intricate jobs. They are available in two assortments: G+, VS, and G+ SI1. The SI1’s start at 1.50mm and go to 3.40mm while the VS range from 1.00mm to 3.40mm.

The many benefits of precision cut stones are best showcased when set in any of our metal mold cast product. Your customers will love the result and you’re sure to enjoy the high productivity and increase in business this product can bring.



Best Burs By Far

Stuller has earned a reputation for using and selling only the highest quality tools for the jewelry industry. And when it comes to burs, Panther® has high standards in precision tool production that make them a name we trust. Each bur is manufactured on the most technically advanced computer-assisted machinery, and hand inspected before leaving the factory. Made of only the highest quality hardened tool steel, Panther burs are the best the industry has to offer.

Take a look at Panther's hard-to-find bur sets of 6, 12, or 24, offered in a variety of sizes and shapes. Stock up on all shapes including: wheel, round, cone, cylinder, 90°, cup, stone setting, and more. Visit stuller.com for a complete listing of individual burs available.



| Product # | | Price |
|-----------|---|---------|
| 77-1097 | Round Bur Set (0.5mm–2.5mm) 12-pc | \$7.50 |
| 77-1098 | Round Bur Set (3.1mm–8.0mm) 12-pc | \$40.95 |
| 77-1099 | Round Bur Set (0.4mm–3.1mm) 24-pc | \$13.95 |
| 77-1197 | 90° Hart Bur Set (0.9mm–3.5mm) 12-pc | \$19.95 |
| 77-1198 | 90° Hart Bur Set (2.7mm–5.0mm) 12-pc | \$32.95 |
| 77-1199 | 90° Hart Bur Set (0.9mm–4.5mm) 12-pc | \$45.95 |
| 77-1299 | 70° Hart Thin Bur Set (1.0mm–2.9mm) 12-pc | \$19.95 |
| 77-1497 | Setting Bur Set (1.0mm–4.0mm) 12-pc | \$23.50 |
| 77-1498 | Setting Bur Set (3.0mm–8.0mm) 12-pc | \$38.95 |
| 77-1499 | Setting Bur Set (1.0mm–4.0mm) 24-pc | \$53.95 |



ZERO MERCURY®

Energizer® Battery Kits

Build watch battery replacement sales with our Energizer battery starter kits, which contain 0% mercury. Each kit contains assorted batteries that cover most replacements, plus other useful tools to make your business a profit center.

The deluxe kit (shown above) includes a 60-drawer cabinet, battery analyzer, size checker, replacement guide and tool kit, as well as an assortment of 24 different battery sizes. Choose from this extensive package or our basic kit.

Easily stock up on watch batteries and accessories with one of these convenient kits.

| Product # | | Price |
|-------------|---|----------|
| EBAT:BASIC | Energizer 0% Mercury Battery Kit (Basic) | \$119.00 |
| EBAT:DELUXE | Energizer 0% Mercury Battery Kit (Deluxe) | \$199.00 |



Rofin Lasers

Laser welders provide the speed and precision that custom designs require. And when it comes to laser welders, the Rofin brand is the one that gets our stamp of approval.

Don’t take our word for it. Try them out yourself. These welders will be available in the Stuller booth at most of the major trade shows this year. (For the full list of trade shows, see page 8.) Come by and see which of the three models works best for you and your store. Choose between the new desktop welder, the Performance Basic welder, or the Performance 7000 model.

Invest in your future now with one of these essential bench tools. For questions or more information, contact our laser specialist, John Vandergriff at 800-877-7777, ext. 3686.

| Product # | | Price |
|------------|--|------------------|
| A. 14-0135 | Star Weld Performance 7000 Laser Welder | Call for Pricing |
| B. 14-0110 | Star Weld Performance Basic Laser Welder | Call for Pricing |
| C. 14-0135 | Rofin Star Weld Performance Desktop | Call for Pricing |

Spring Watch Strap Collection

Help your customers spice up their watches with colored or exotic leather EZ-Change watch straps from Stuller. As spring rolls around, we begin to see more pinks, teals, mint greens, oranges, and metallics integrated into fashion. With this in mind, we offer these and other stylishly-colored watch straps that allow your customers to accessorize any wardrobe.

LIMITED-TIME OFFER: Using our promo code, receive a free travel case with the purchase of any three EZ-Change patent leather or metallic straps. (\$24.95 retail value. Measures 5"x10" when closed. Watch, straps, and buckles not included. While supplies last.)

PROMO CODE: MARCHPUB

To view all of the watch straps available for this promotion, visit stuller.com/travelcasepromo.



Inside cover lined to protect crystals from scratching.

Watch Straps

| | |
|---------------------------|--------|
| EZ-Change Patent Straps | \$9.98 |
| EZ-Change Metallic Straps | \$8.31 |

Buckle Up

While you are selling these new watchbands, don't forget to up sell with our gold buckles. In addition to the yellow and white gold-plated buckles included with each watch strap package, we also offer 14kt gold buckles that bring added value and style to each watch you repair.



| 28171 | Ladies' Buckle with Stingray Pattern | | | | |
|-----------------|--------------------------------------|---------|---------|----------|----------|
| mm OD | 8.0 | 10.0 | 12.0 | 14.0 | 16.0 |
| 14kt (1-pc) | \$54.71 | \$73.70 | \$95.94 | \$120.58 | \$149.29 |
| sterling (1-pc) | \$5.48 | \$6.18 | \$7.92 | \$8.75 | \$9.95 |



| 28145 | Men's Buckle with Stingray Pattern | | | | |
|-----------------|------------------------------------|----------|----------|----------|----------|
| mm OD | 12.0 | 14.0 | 16.0 | 18.0 | 20.0 |
| 14kt (1-pc) | \$87.96 | \$119.27 | \$150.62 | \$181.97 | \$213.32 |
| sterling (1-pc) | \$6.73 | \$8.09 | \$9.56 | \$11.03 | \$12.50 |



| 28096 | Ladies' Designer Buckle | | | | |
|-----------------|-------------------------|---------|---------|----------|----------|
| mm OD | 8.0 | 10.0 | 12.0 | 14.0 | 16.0 |
| 14kt (1-pc) | \$44.53 | \$65.35 | \$95.94 | \$120.58 | \$149.29 |
| sterling (1-pc) | \$7.92 | \$8.75 | \$9.95 | \$10.98 | \$12.36 |



| 28134 | Men's Buckle with Bezel Accent | | | | |
|-----------------|--------------------------------|---------|---------|----------|----------|
| mm OD | 8.0 | 10.0 | 12.0 | 14.0 | 16.0 |
| 14kt (1-pc) | \$52.93 | \$69.29 | \$96.67 | \$122.56 | \$159.83 |
| sterling (1-pc) | \$8.26 | \$9.95 | \$12.13 | \$14.81 | \$17.49 |

Watch Strap Selling Systems

Pre-merchandised with our best-sellers



2-Gate Metal Bracelet Folders

Accommodates up to 12 metal bracelets and/or straps. Measures: 9 1/4" x 10 1/4" x 1 3/4" (closed)

| Product # | | Price |
|-----------|-------------------------------|----------|
| LA-502 | Men's Metal Bracelet Folder | \$125.00 |
| LA-504 | Women's Metal Bracelet Folder | \$125.00 |
| LA-499 | Folder Only | \$19.99 |



Counter Top Cabinet

This cabinet houses up to 60 straps and/or metal bracelets. Measures: 10 3/4" x 12 1/2" x 22 3/4"

| Product # | | Price |
|-----------|------------------------|----------|
| 61-5413 | Leather/Metal Cabinet | \$529.00 |
| 61-5412 | Metal Bracelet Cabinet | \$649.00 |
| 61-5411 | Leather Cabinet | \$449.00 |

4-Gate Leather Watch Strap Folders

Accommodates up to 40 straps. Measures: 14" x 6 1/2" x 3" (closed)

| Product # | | Price |
|-----------|-----------------------|----------|
| LA-501 | Men's Leather Folder | \$239.00 |
| LA-503 | Ladies Leather Folder | \$239.00 |
| LA-500 | Folder Only | \$24.95 |

Member Spotlight – Joe Worley

Joe of Joseph’s Jewelry in Bellevue, Washington is an active member of [benchjeweler.com](#), with 17 years of jewelry experience. He always posts challenging and unique designs like this two-tone ring with channel set pearls.



Choosing to solder the pieces together versus using laser welding, Joe explains that he feels soldering provides a cleaner look and stronger bond. He pre-polished both sections before assembly and set the micro pavé before the pearls. The channel was made 1.2mm wide using a heavily lubricated 1.5mm ball bur at one end. The pearls were dropped in like ball bearings, and only one small section needed to be hammered, generating minimum cleanup. Joe admits he was against this new experience of channel-set pearls, but is glad he did it because the customer loved the result.

Everything you need to create a similar piece can be found on [stuller.com](#). To see more of Joe’s great stuff, check out his posts on [benchjeweler.com](#).

INSTORE COMPETITION

The logo for the Bench Pressure Challenge, featuring the words "BENCH PRESSURE CHALLENGE" in a stylized, metallic font with a pressure gauge background.

Sponsored by Stuller

CALLING ALL DESIGNERS

The SMART Show is bringing back the popular Bench Pressure Challenge to its 2012 show. For eight lucky bench professionals, this is a chance to show industry peers their level of craftsmanship while enjoying a free trip to Chicago. Even better, you could be one of the lucky contestants.

The "Ultimate Bench Challenge" division sees David White defending his title against three top professionals. Over the course of a tough weekend (April 21–23), they'll go head-head-head four times as they work with palladium and platinum as well as demonstrate their wax and engraving know-how. (Sponsored by Stuller.)

On Saturday, April 21, returning champ Matt Feliksa and three different challengers will be given just two hours to complete a design in "CAD Pressure Challenge." All will work to the same specifications, using their own personal style and design vision to set their work apart. (Sponsored by Gemvision.)

Think you have what it takes? Both categories are now accepting applications for contestants. Judges will handpick six bench pros based on recently completed work, formal education and certifications, and employment history.

For more information, visit [www.smartjewelryshow.com](#) or send email inquiries to [cindy@smartworkmedia.com](#).



Diamond and Gemstone Pricelist—Enclosed

Stuller has released an updated Diamond and Gemstone Pricelist with all the latest information on the stones we offer. This reference guide will provide carat, color, cut, and clarity information, as well as pricing.

A computer monitor displaying the Bench Jeweler website, which features various jewelry designs and information.

The logo for Bench Jeweler, featuring a stylized 'B' and the text "BENCHJEWELER.COM".

With Stuller experts and other members from around the industry available at your disposal, [benchjeweler.com](#) is a one-stop resource for all your bench questions. The website is also constantly being updated with how-to videos and new product, so there is no question that should go unanswered. Join today and experience all the benefits [benchjeweler.com](#) has to offer.

Once you sign up, you can instantly start sharing in one of the fastest growing communities for bench jewelers on the web today. Create your profile and begin loading images into your gallery to show off your latest designs. By sharing your unique creation, it may even be featured in an upcoming From the Bench issue.

Check out the other benefits our website has to offer:

- Have a question or just want to chat with other members? Just head to the forums and post away.
- Always looking for great deals on the hottest tools of the trade? Check back daily for our amazing deals of the day.
- Best of all, you get it all for free.

With all these benefits there really is no reason why you shouldn't already be a member. Visit [benchjeweler.com](#) and join today.

2012 TRADE SHOWS

MJSA / NY Mar 11 - Mar 13

Bench Jeweler Workshop Mar 25 - Mar 27

SMART Show / Chicago April 21 - April 23

SNAG / Phoenix May 23 - May 26

JCK / Las Vegas June 1 - June 4

National Pawn Brokers / Las Vegas .. July 17 - July 19th

JA / New York July 29 - July 31

RJO / Milwaukee Aug 4 - Aug 6

SJTA / Atlanta Aug 11 - Aug 13

CLASSIFIEDS

| Item # | Description | Was | Now |
|---------|---|----------|----------------|
| 61-0264 | Oval Mirror with Silver Base (12.5"x6"x20") | \$105.62 | \$39.00 |
| 61-3188 | Silver-plated Teddy Bear Baby Cup | \$12.98 | \$3.00 |
| 61-3192 | Silver-plated Hippopotamus Money Bank | \$13.85 | \$3.00 |
| 61-3194 | Silver-plated Elephant Money Bank | \$14.38 | \$3.00 |
| 61-3210 | Silver-plated Beverage Holder | \$13.83 | \$3.00 |
| 61-3214 | Silver-plated Double Tube Cigar Holder | \$12.10 | \$2.00 |
| 62-0077 | Glass Top Gemstone Case (single stone) | — | \$3.00 |
| 65-9644 | Square Trinket Box with Pearl Frame (blue interior) | \$11.83 | \$3.00 |
| 65-9646 | Heart-shaped Trinket Box (burgundy interior) | — | \$1.25 |
| LA-300 | Men's Assorted Strap Collection | \$119.00 | \$89.00 |

All items sold each and priced at current metal market below. **Items limited to on-hand quantities.** Some items may be scratched, dented or previously owned. Call for availability at 800-877-7777, ext. 4300 for more information. Stock current as of 03/01/2012.

[www.stuller.com](#)