

FROM THE BENCH



DARRELL WARREN
VP TOOLS, PACKAGING & METALS DIVISION

Maximize Summer Profits

During the hot, summer months, business seems to get a bit more challenging. Not to mention the gold market continues to remain at an all time high. But don't get discouraged! There are plenty of ways to keep your shop out of the summer doldrums.

Repairs for example. Your repair business will continue to help with bills and keeping the most efficient tools and equipment on hand in your shop is definitely important. And don't forget to stock the basic, essential findings

componentry for those repairs, as these two go hand-in-hand for successful summer profits.

Scrap is another great way to generate additional revenue. Don't just look to your scrap metal to turn dollar signs, but think of this as a way to clean out that old jewelry merchandise that just doesn't seem to be selling. Through our Clean Scrap Program, we can convert your scrap (or old inventory) into cash in just three days and we'll pay you top dollar for it.

In closing, be sure to sign up for our free, bench community, benchjeweler.com. This website is loaded with information, technical tips, daily deals, bargains and much more. Sign up by visiting BenchJeweler.com.

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Angelic Halo Peg Settings

These celestial settings are sure to give your customers wings. Find out more on **page 5**.



Two Ways to Be Brilliant

Help bring the sparkle to your customers' eyes and jewelry with our Jewel Jet steamer and Sparkle, Sparkle® jewelry cleaner. The perfect duo for all of your jewelry cleaning needs!

Learn more about the **Jewel Jet** on **page 4** and more about **Sparkle, Sparkle®** on **page 2**.



Virtual Savings: BenchJeweler.com Launch



Snap this QR code with your smartphone or visit benchjeweler.com

During the slow, summer months, jewelers will undoubtedly be looking for ways to maximize profits while continuing to lower investments. As brainstorming begins and a list of money-saving techniques develops, be sure to include daily visits to BenchJeweler.com right at the top.



BenchJeweler.com is the newest, online community created specifically for bench jewelers. It's a free resource where jewelers can enjoy the benefits of a social, educational network without ever having to leave their bench! So, how can this virtual tool save you money? We're glad you asked.

1. Connect with other jewelers: Remember that saying "two heads are better than one"? BenchJeweler.com gives jewelers the opportunity to connect with other jewelers around the world. Share your ideas and get some in return. Maybe that jeweler from North Dakota was on to something.

2. Enjoy Daily Deals: Take advantage of daily savings and bargains, with savings of 15, 20 and even 40% off needed componentry and timesaving tools. There are six new deals everyday, so visit often and stock up!

3. Brush-Up on Technique: The site is chock-full of tips and techniques from Stuller experts and other jewelers alike. Find out about anything you need from assembling and stone setting to polishing and pearl stringing. More of a visual person? The site also features several how-to videos for those right-brained learners.

4. Stay Conveniently Linked: Worried about too many bookmarks? Jumping from one site to another can be a total time waste. Luckily, BenchJeweler.com is conveniently linked to stuller.com so you're always one click away from either place.

5. Chat Live: If you need help with any project or would like more details on money-saving tools and techniques, our Stuller experts are available to help in any way they can.

With Stuller and BenchJeweler.com in your back pocket, you'll be seeing dollar signs in no time! So what are you waiting for?



Join BenchJeweler.com today!

Introducing

 CLEAN SCRAP
 DIAMONDS

We're now extending our well-known Clean Scrap Program from metals to diamonds! This new option will provide you with yet another way to improve cash flow by turning unsalable diamond merchandise into fuel to grow your business. We are here to help turn your breakout diamonds into cash and put money back in your pocket!

For complete details, contact a
Diamond Specialist:
(800) 877-7777 ext. 540.



THE
**CLEAN
 SCRAP**
 PROGRAM

**Bump Up Your
 Summer Profits**

Don't let your stale inventory give you the summertime blues! Stuller has one of the highest payouts for your scrap gold, silver, platinum and palladium in the industry. Enjoy your payout in whichever option you choose: (1) credit to your account, (2) half to your account and half in electronic payment or check and (3) full amount as an electronic payment or check.

Need help preparing your shipment?
 Visit us online at
stuller.com/cleanscrap



Stuller Precision Melee™

The exacting demands of CAD jewelry creations require a combination of beauty and accuracy in the diamonds used to bring them to life. Stuller Precision Melee™ is the perfect answer. Available in round, 1mm to 3mm sizes, G-H; VS & SI1 quality, our precision diamond melee offers tighter tolerance ranges and better makes that are a perfect match for CAD and CounterSketch™ designs.

Call us today at (800) 877-7777 to place your order or shop online at stuller.com/diamonds.



Get Your Shine On!

This jewelry cleaner is perfect for all of your and your customers' jewelry cleaning needs. Soft enough for delicate opals and pearls, Sparkle, Sparkle® enhances your pieces, bringing back their natural luster. Its refreshing botanical formula boasts scents of citrus, mint and aloe extracts for powerful, yet gentle cleaning. Made in USA.

Item No.	54-9029	54-9038	54-9038	54-9039
Description	Cleaner Kit (pictured)	30ml Spray Bottle	60ml Spray Bottle	500ml Cleaner Refill
Price	\$12.95	\$4.95	\$5.95	\$11.95



FROM **THE BENCH**

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Ladies Night Out



Celebrate Ladies' Night Out!

With restyle events and beautiful displays

Themed Restyle Events

Looking for something to lift your store out of the summer time blues? Look no further than our newly revamped themed restyle event programs. Designed to drive traffic into your store, our programs allow you to display hundreds of high-quality prototype mountings in today's most exciting styles. Customers will love that they can touch and try these items on, which will ultimately result sales and profit for your store!

For a complete themed event listing or more information, contact one of our prototype specialists at (800) 877-7777 ext. 414.

Case-by-Case



Customize your showcases to fit perfectly with your restyle event using Stuller's Case-by-Case program. This program is designed to allow you to envision how colored displays will look in your showcase before you buy, making your display dreams a reality! A working render mode shows you the colors you select while tallying pricing, style, number and capacity of displays selected. Over 70 fabric choices and 200+ displays to choose from!

Get started today by contacting one of our showcase design coordinators at (800) 877-7777 ext. 2487 or via email at casebycase@stuller.com

Personalization that Sizzles

HOT STAMPING
STULLER

Personalize your products with hot stamping from Stuller. Through this program, you can have your store name, contact information or logo imprinted on many of our products—a perfect closing touch to your restyle event! To learn more, contact one of our hot stamp consultants at (800) 877-7777 ext. 96144 or visit stuller.com/hotstamp.

Follow this convenient checklist to ensure your restyle event is the must-go-to event of the summer!

- () Start by planning ahead. Make a list of everything you'll need for the event. Including a color theme!
- () Select and create invitations that reflect the tone and style of your event. Remember these invites are your first impression.
- () Offer promotions to get customers in your store. For example, have a gemstone giveaway (hide them in balloons) to give visiting customers a reason to purchase a new mounting.
- () Create a music list for the event to create atmosphere.
- () Select and order, if necessary, any flowers, food, refreshments, or spirits.
- () Take the mountings out of the delivery trays, make them classy and sassy.
- () Create staging and props for your event, i.e. balloons, décor, etc. Remember to incorporate your store's branding into your event. (See left for Hot Stamping.)
- () Don't forget necessities such as mirrors, tweezers and counter pads. These presentation items lend credibility to your pieces and to your expertise as a jeweler.
- () Don't forget the follow-up! Send thank you cards to customers that attended your event. And offer those who purchased a free jewelry cleaning or repair.

NEW

Powerful Enough for the Bench, Stylish Enough for the Home



The Jewel Jet is commonly known for its durability, power and unique style. The new unit is even more impressive with added power, dryer steam, and LED lighting. The stainless steel tank is intended for repeat use without degrading over time. The unit is designed with 50% more steam power (perfect for the bench). Entering sleepmode when the steam button has not been touched for more than 10 minutes. A simple tap turns the machine back on.

Safety is priority for everyone and Jewel Jet has it covered. This unit has multiple safety benefits such as a pressurized safety cap that will not open until cooled, and sensors that detect excess pressure and heat which cut-off power to the boiler. These features, plus the addition of a built-in funnel and locking tweezers with thicker padded tips, all combine to make the Jewel Jet the best, safest and most attractive steamer on the market today. This new product will give you many years of solid use and great convenience.

15-2008

Description	Jewel Jet
Price	\$95.00

FEATURES INCLUDE:

- 2 year warranty
- Durable stainless steel tank
- Stylish new look
- Auto shut-off
- One-touch turn on
- Locking tweezers
- Nozzle lighting
- Built-in funnel for ease of use
- Pressurized safety cup



Kerr® Wax On, Wax Off



22-0085

Description	Kerr® Ultrawaxer™ 2
Price	\$498.95

The Kerr® Ultrawaxer™ 2 is an electronic waxing unit designed to increase efficiency and quality of waxing applications.

- Includes dual spatulas to optimize productivity and an all-aluminum, lightweight design, which helps increase user comfort.
- Foam grips on the spatula allow technicians to change the tips while they are still hot.
- A convenient tip holder that keeps eight interchangeable heating tips organized and easily accessible.
- Easy-to-use operations such as programmable presets and a quick heat function to increase unit effectiveness.



Elma® P-Series Ultrasonic

The P-Series Ultrasonic is the ideal cleaner for all applications. The units are easy to operate with clearly arranged displays showing frequency, settings vs. actual settings of selected temperature. Several special features make these units perfect for intensive cleaning applications.

Special Features:

Pulse Operating mode to intensify the cleaning effect.

Frequency Setting- Units can operate at two different frequencies.

- High frequency for dissolving dirt or rouge in hard to reach areas.
- Low frequency- Noise Reduction, ideal for prolong cleaning times.

Power Settings- power reduction by increments of 10% to aid in sensitive surfaces.

Degas Mode- degassing of liquids for increased efficient operation of ultrasonic waves. Freshly mixed cleaning liquids are saturated with air which reduces the cleaning effect of the ultrasonic activity. Degassing mode removes such oxygen.



23-5950

Description	A P30	B P60	C P70
Price	\$859.00	\$1,189.00	\$1,289.00
Capacity	3/4gal	1.5gal	1.75gal

New Silver Kocker Clasps

Create single or multiple strand looks with these chic knocker clasps from Stuller. Very secure and easy to take on and off, these locks can be simply closed with one hand. The center bar and ball swing out of place to allow for on and off movement.



Knocker

	28265	28266
MM OD	26.25x13.50	36.25x19
Cup MM	3.5	6
Sterling (1pc)	\$24.50	\$46.35



Knocker

	28267	28268
MM OD	36.50x24.25	39.75x24.25
Cup MM	9	12.75
Sterling (1pc)	\$64.18	\$62.83

15% off Sterling & YGF Lobster Kit!

Our light weight lobster clasp kit has been merchandised with the most popular sizes designed to fit your every need. With silver climbing in popularity, these high-quality clasps are staple for all of your repair needs.

72-piece selection.

Jump rings not included.

Sterling & Yellow Gold Filled Clasps that are included in this kit are:

- 276-Lobster Clasp-QTY. 12(SS), QTY. 12(YGF)
- 277-Lobster Clasp-QTY. 12(SS), QTY. 12(YGF)
- 278-Lobster Clasp-QTY. 12(SS), QTY. 12(YGF)



AST10

72-Piece Sterling Silver & YGF Lightweight Lobster Clasp Kit

\$86.17 Use code "FND1" to apply discount



Martini-Style Earrings with Halo Trim

This earring design sits close to your customer's ear allowing for the melee accents to add sparkle, showing off the center stone. Using precision metal mold casting, these melee prongs are perfectly formed and spaced for quick, efficient setting.



24563

Martini-Style Earring with Halo Trim

	3	3.5	4	4.5	5	5.5	6	6.5
14kt (1pc)	\$16.95	\$19.27	\$19.93	\$23.55	\$25.38	\$27.53	\$29.39	\$32.57
Melee MM	9-9.0	9-9.0	12-9.0	12-9.0	15-9.0	15-9.0	18-9.0	18-9.0

Beat the Heat

Cool Sterling Earrings and Backs

The crisp edges and details of these earrings are the result of high-quality silver casting. Now, receive the same quality you've grown to expect from us not only in gold, but in silver too! A special assembly process ensures stronger posts. And now receive matching die struck backs from lightweight to jumbo.

21349

	2.00	2.50	3.00	3.50	4.00	5.00	5.50
Stone MM	2.00	2.50	3.00	3.50	4.00	5.00	5.50
Sterling (1pc)	\$3.76	\$3.82	\$6.66	\$6.73	\$6.84	\$6.90	\$7.00
Stone MM	6.00	6.50	7.00	7.50	8.00	10.00	14.00
Sterling (1pc)	\$7.21	\$7.27	\$7.34	\$7.49	\$7.42	\$8.15	\$9.70

1924

	3.00	3.50	4.00	4.50	5.00	5.50	6.00
Stone MM	3.00	3.50	4.00	4.50	5.00	5.50	6.00
Sterling (1pc)	\$8.21	\$8.37	\$8.47	\$8.48	\$8.59	\$8.65	\$8.69
Stone MM	6.50	7.00	8.00	9.00	10.00		
Sterling (1pc)	\$8.75	\$8.95	\$9.14	\$9.36	\$9.59		

24964

	3.50	4.00	4.50	5.00	5.50	6.00	6.50
Stone MM	3.50	4.00	4.50	5.00	5.50	6.00	6.50
Sterling (1pc)	\$6.73	\$6.86	\$6.87	\$6.87	\$6.98	\$7.13	\$7.32
Stone MM	7.00	7.50	8.00				
Sterling (1pc)	\$7.67	\$7.75	\$7.92				

3511

	.026"-.030"
Post Range	.026"-.030"
Pad MM	3.1
Sterling (1pc)	\$0.11
Fits Posts	1780, 1601, 1800, 23335DN, 23334DN

22482

	.026"-.030"
Post Range	.026"-.030"
Pad MM	5.2
Sterling (1pc)	\$0.30
Fits Posts	1780, 1601, 1800, 23335DN, 23334DN, 23382

3510

	.026"-.030"
Post Range	.026"-.030"
Pad MM	4.2
Sterling (1pc)	\$0.36
Fits Posts	1780, 1601, 1800, 23335DN, 23334DN

22483

	.026"-.036"
Post Range	.026"-.036"
Pad MM	7.2
Sterling (1pc)	\$0.46
Fits Posts	1780, 1601, 1799, 1800, 23335DN, 23334DN, 23332DN, 23331DN

21373

	.026"-.030"
Post Range	.026"-.030"
Pad MM	4.6
Sterling (1pc)	\$0.57
Fits Posts	1780, 1601, 1800, 23335DN, 23334DN

2263

	.026"-.030"
Post Range	.026"-.030"
Pad MM	9.4
Sterling (1pc)	\$0.79
Fits Posts	1780, 1601, 1800, 23335DN, 23334DN



Angelic Halo Peg Settings

The styling of our halo peg settings isn't the only feature. Utilizing precision metal mold casting, these melee settings are perfectly formed and spaced for quick, efficient setting. The ample prong height and precision peg shape also aide in ease of setting and assembly.

28251

Round Halo Peg with Round Frame

	5.20	5.80	6.50	7.00	7.40	7.80
Stone MM	5.20	5.80	6.50	7.00	7.40	7.80
14kw (1pc)	\$43.60	\$48.24	\$51.94	\$56.75	\$59.54	\$61.52
18kw (1pc)	\$64.36	\$71.22	\$76.84	\$82.74	\$86.69	\$89.63
Melee MM	46-1.00	48-1.00	52-1.00	55-1.00	56-1.00	60-1.00

28252

Oval Halo Peg

	6x4	7x5	8x6	9x7	10x8
Stone MM	6x4	7x5	8x6	9x7	10x8
14kw (1pc)	\$40.96	\$47.56	\$65.70	\$66.38	\$76.39
18kw (1pc)	\$60.38	\$70.20	\$95.85	\$96.96	\$111.75
Melee MM	44-1.00	47-1.00	30-1.10 & 26-1.00	60-1.00	64-1.00

28256

Princess Halo Peg

	5x5	5.5x5.5	6x6	6.5x6.5	7.5x7.5	8x8
Stone MM	5x5	5.5x5.5	6x6	6.5x6.5	7.5x7.5	8x8
14kw (1pc)	\$44.94	\$55.87	\$61.20	\$61.74	\$72.01	\$81.66
18kw (1pc)	\$67.73	\$81.29	\$89.25	\$90.10	\$105.17	\$119.43
Melee MM	44-1.00	52-1.00	52-1.00	52-1.00	60-1.00	68-1.00

28253

Antique Square Halo Peg

	5x5	5.5x5.5	6x6	6.5x6.5	7.5x7.5	8x8
Stone MM	5x5	5.5x5.5	6x6	6.5x6.5	7.5x7.5	8x8
14kw (1pc)	\$41.42	\$47.07	\$47.78	\$53.03	\$64.06	\$64.87
18kw (1pc)	\$60.26	\$69.52	\$70.68	\$78.34	\$93.55	\$94.68
Melee MM	44-1.00	44-1.00	52-1.00	52-1.00	60-1.00	60-1.00

28248

Round Halo Peg with Cushion Frame

	5.20	5.80	6.50	7.00	7.40	7.80
Stone MM	5.20	5.80	6.50	7.00	7.40	7.80
14kw (1pc)	\$39.76	\$41.45	\$48.07	\$49.39	\$49.71	\$56.07
18kw (1pc)	\$58.56	\$61.09	\$70.90	\$72.89	\$73.37	\$81.73
Melee MM	44-1.00	44-1.00	52-1.00	52-1.00	52-1.00	52-1.00

Swarovski Gems™ Passion Topaz

Supreme Color Consistency • Precision Cutting



Glacier Blue



Teal



Blazing Red



Poppy



Rainforest



Baby Pink



Turquoise



Pink



Honey



Paraiba

Inspired by the desire for color, the beauty of Swarovski Gems™ Passion Topaz brings an added touch of something special to jewelry. Offering an affordable gem with vast color possibilities, Passion Topaz applies an environmentally friendly form of enhancement to genuine White Topaz, resulting in a spectrum of colors sure to delight. The patented treatment is permanent and durable.

View our full selection of these brilliant gems today at stuller.com/gemstones and experience the beauty of Passion Topaz!



The Sterlium™ Truth

From Ruthie Cohen of The Mountain Metalsmiths School of Jewelry and Lapidary

Why do you use Sterlium Plus? "After hearing about Sterlium Plus from Stuller and talking with United Precious Metals' tech support, I was intrigued by the properties and decided to give it a try. I really like this metal!"

What are the characteristics of this new sterling silver? "I can fabricate jewelry in exactly the same manner as using traditional sterling silver. The torch temperature is identical as well. When casting or fabricating, there needs to be more of a delay before quenching. Through experimentation, I have discovered that you can fuse Sterlium silver together."

What are the benefits of using Sterlium Plus versus traditional sterling silver? "The basic benefit of using Sterlium Plus versus traditional sterling silver is its ability to retain a white metal color and a sparkly finish without solder seams getting discolored."

Do you have any special tips for using Sterlium Plus? "When fabricating in Sterlium Plus, make sure you are diligent in dipping your pieces in an equal mix of alcohol and boric acid, along with a heaping teaspoon of "Magic Flame". I use 90-proof rubbing alcohol instead of denatured, but that's up to you. Just ignite the pieces and let them burn them out. Do not sit there with a torch aimed at your work; it's not necessary. After that, you can flux if soldering or Pripps-like flux if you want to fuse pieces together. I do not quench work immediately, but when it's warm to the touch."

For full interview and special tips from Ruthie, visit benchjeweler.com. KEYWORD: Sterlium Truths



Call us at (800) 877-7777 for more information!

JEWELRY SCHOOL FEATURE

Jewelry 101

To Ruthie Cohen, the art of creating jewelry is a true passion. A passion she instills in every student she comes across. Her jewelry school, The Mountain Metalsmiths School of Jewelry and Lapidary located in Arden, NC, works to provide a non-competitive, supportive environment for any individual, of any skill level, wanting to develop their jewelry and lapidary skills.



"When I was just starting out in 1983, many jewelers were hesitant to share techniques or advice," says Ruthie. "After I developed my skill, I swore I would never turn away any person who asked for help and was willing to work for it."

In May of 2003, Ruthie got her chance. A jewelry program instructor approached her and asked if she'd be interested in teaching a jewelry workshop at the Wildacres Retreat in Little Switzerland, NC. Ruthie jumped at the opportunity, gathered samples of her work and headed to class. It turned out to be an exhilarating experience for her, and it surprised no one when she accepted to teach at John C. Campbell Folk School.

While her craft had taken her all over the country, Ruthie decided it was time to devote more time and energy into opening her own jewelry school. And in April of 2006, The Mountain Metalsmiths School of Jewelry and Lapidary opened its doors. Today the school offers numerous opportunities for aspiring and veteran jewelers alike such as: eight-week classes, weekend workshops and one-on-one sessions.



To learn more about Ruthie Cohen and The Mountain Metalsmiths School of Jewelry and Lapidary, visit www.mmsjl.com.

INNOVATION

Preform™ Drill Press



Stuller's revolutionary Preform Sizing System is known to save time and money, while actually increasing productivity. Allowing you to size a ring in less than two minutes, this unique locking mechanism eliminates pitting, improves joint quality and dramatically decreases preparation and finishing time. And the new, Preform drill press helps you do it hands free!



Preform™ SIZING SYSTEM

48-1036	
Description	Preform Drill Press
Price	\$149.00

- Quick and easy to use streamline design
- No clear tops to sort through
- Mounts to your bench
- Easy one hand use

In as little as one minute, you'll have your Preform precut piece snapped into place.

Be sure to take advantage of the live action video demonstration of the Preform Drill Press on benchjeweler.com.

STYLE RESOURCES

New Folder Program for Straps and Metal Bracelets

Leather Watchstrap 4-Fold Folder

Black, padded leatherette folder accommodates up to 40 straps. Create your own folder or take advantage of our pre-merchandised folders housed with our best sellers. Measures: 14" x 6 1/2" x 3" (closed).

Metal Bracelet 2-Gate Folder

Black, padded leatherette folder accommodates up to 12 metal and/or straps. Create your own folder or take advantage of our pre-merchandised folders housed with our best sellers. Universal trays are removable and also fits into spinners.

Measures: 9 1/4" x 10 1/4" x 1 3/4" (closed).

To see our full collection of folder assortments visit stuller.com. KEYWORD: WATCH FOLDERS



Highlights from the Annual Bench Jeweler's Workshop 2011

If you had the opportunity to join us for this year's annual bench jeweler's workshop, we don't have to remind you of all the fun and beneficial information that was there! But just in case you missed us, here are some highlights from the workshop.



Visiting jewelers had the opportunity to learn tips and tricks from some of the industry's top professionals such as Kristy Ford (Design Alliance: 3D Jewelry Solutions), Peggy Jo Donahue (MJSJ Journal) and Doug Kerns (Gemvision). Not to mention the numerous hands-on demos from Dazor®, Beadalon®, GRS® and much more! Don't miss next year's workshop dates are coming soon!

Straight Talk About Contemporary Metals with Glenn Miller

In this series, I will share my experience regarding precious metals that can be applied to handling various contemporary metals.

Background: In 2002, I was asked about the use of contemporary metals in fine jewelry in the future. My answer was simple: They will have a staying power in fine jewelry if we visualize the materials as vehicles to carry precious commodities such as diamonds, gold and silver. With generations X and Y seeking contemporary metals, why not add these options to designs?

Gold and Silver Applications

Yes, you can combine precious materials with stainless steel, cobalt and tungsten. However, it's not so successful to combine with titanium, ceramic or white tungsten.



Why? Essentially you can take a precious metal emblem, trim that has been cast or sheet strip of precious metal and apply it using a soft torch flame and easy grade of sterling silver solder. These can be carefully applied directly onto stainless steel, cobalt and tungsten jewelry. Be mindful not to hold the torch flame too close or burn spots may appear on the metal and require excessive finishing. This process cannot successfully be executed with titanium, ceramic and white tungsten due to the melting points of these particular materials.

Pressure Inlaid Gold and Silver

(with special tension, squeezing machinery of titanium or ceramic precious inlay)
High technology machinery can pressure-inlay precious metal strips into titanium and weld a seamless closure of the precious band.

In the case of ceramic inlay of a precious strip, the metal can be hammered into a preformed cavity and traditionally polished with any finishing wheel. This won't disturb the metal because ceramic can only be polished with a diamond studded wheel and diamond paste.

Diamond Applications

Yes, you can enhance stainless steel, titanium, or cobalt with diamonds. Although you probably won't have much luck adding diamonds to tungsten, white tungsten or ceramic.

Why? You can drill into stainless steel, titanium and cobalt creating a cavity for a diamond inset. Either pressure-set the diamonds into the materials, or implant a bezel with some solder to hold it in place. Or, employ a preset diamond in a bezel of softer metal into a harder metal by pressure setting, no solder necessary. If you solder, be sure to use a small amount of silver solder and go light on the heating. We offer special polishing paste and wheels, which will help with polishing titanium and cobalt.

You shouldn't attempt to drill or laser into tungsten or ceramic. The time consumption and use of diamond drill bits will be cost prohibitive with no guarantee of success.

However, diamond enhancements are applied successfully in tungsten and ceramic material at factory level. In these particular materials, the diamond cavity must be formed at the same time as the band with exact tolerances to .01mm. This allows a bezel of softer metal, whether it's gold, silver or steel with a preset diamond, to be pressure set into the harder metal. No solder is necessary.

In the next *From the Bench* series, we will discuss how to care for your contemporary metals so that they can be enjoyed for a lifetime.

Ring Featured – TAR493



CUSTOMER CORNER

Modern Zoisite

Barry E. Russ, Barry Evan Russ Design, Atlanta, GA

I had a customer come in with a fancy Green Zoisite she'd procured on a trip to Tanzania. For those who aren't familiar with this particular gemstone, it's the same mineral as Tanzanite; only Tanzanite is all heat-treated to achieve its color. This Zoisite was a one-of-a-kind, rare stone weighing in at 6.79 carats.



The customer wanted a modern ring crafted around this beauty, showing as much of it as possible in a white metal. Being a gold-and-platinum-smith of 32-plus years, I proposed platinum, but the cost was prohibitive. So, I offered her the same setting, only in a more affordable 950 palladium, which Stuller supplies. She happily agreed and the result was perfect—a modern, affordable ring in a white metal that has many of platinum's properties without the added weight and cost. The mounting is made from Stuller-supplied 950 palladium sheet (18 gauge) and wire (13, 16, 18 and 19 gauges). This piece is completely hand fabricated; absolutely no casting was involved.

To view more Barry Evan Russ Designs, visit www.barryevanruss.com

Rock Stars Shine Bright at The Smart Show

Stuller was proud to sponsor the Bench Pressure Challenge at this year's INSTORE Smart Show. Visit benchjeweler.com to see live, action shots from the event. And congratulations to all the winners!



Rings featured above are were created during the stone setting and engraving Bench Pressure Challenges 2011.

Tools & Metals Special Edition Catalogs 2011!

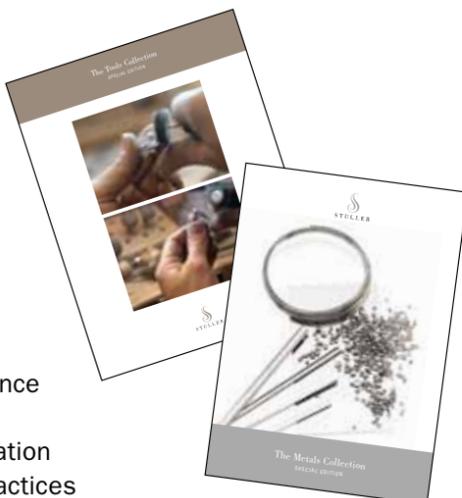
If you passed the Stuller ET&S booth at this year's JCK Las Vegas Show, you were sure to see the newest tools and metals catalogs.

The Tools Collection Special Edition is a catalog to showcase the newest items that have been added since Stuller Tools, Vol. 73.

The Metals Collection, Special Edition was created to provide everything needed for a successful metals business.

Features include:

- New and improved layout for customer convenience
- Fewer pages for quicker navigation
- Branded look and feel for better store customization
- Continuing dedication to socially responsible practices



Visit stuller.com and benchjeweler.com for all the latest products, deals and bargains!



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From the Forums- Join the fun on benchjeweler.com!

-Posted by schock on Monday, May 23, 2011 - 1:05 PM
Anyone want to share any handy tricks you use on the bench? I have a couple off hand that I haven't heard too many places and will probably think of more later...

When the wife has a run in her stockings, I cut the toe off, fill it with talcum powder and use it as a powder bag for bright cutting and engraving, one pop with it and the whole piece has a nice powder finish, no glare at all! - Goldline

-Posted by Steve in Roanoke on Friday, May 06, 2011 - 2:47 PM
With many years on the bench I choose to not make a new design with customers "old gold". I've seen too much porosity, and pure garbage as a result of what 'others' have made.

Question is: What is a straightforward way of explaining to a customer that melting a bunch of old beer cans is not the way you make a new car???

So tired of hearing "just melt my gold & make me a ring"

Well when I did cast everything I would tell them that I would not re-use white gold because of the porosity that would almost definitely happen. I usually had no problem re-using yellow gold but I would only use 50% old mixed with new. Now I just tell them that I cannot use their gold as I do not cast in-house anymore and our caster will not use it. I explain the benefits of new over old and the problems that the finished item will probably have due to the solder and other impurities in the old gold. - MikeTheJeweler

Visit benchjeweler.com to see more tips, tricks and conversations on the forums!



CLASSIFIEDS

Item #	Description	Was	Now
62-4710	Natural Wood Loose Gemstone - 1 Slot Display	\$17.95	\$15.95
62-4711	Natural Wood Loose Gemstone - 3 Slot Display	\$19.65	\$17.35
62-4713	Natural Wood Loose Gemstone - 1 Slot Display	\$24.65	\$16.50
65-1101	Venus Single Watch Winder	\$129.00	\$99.95
65-1100	Venus Single Watch Winder	\$129.00	\$99.95
61-9155	Cherry Wood Jewelry Box with Mirror	\$24.68	\$14.80
61-4400	Cherry Wood and White Showcase	\$399.00	\$299.25
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LA-300	Men's Assorted Strap Collection	\$119.00	\$59.50
62-4407	Investment Casting Parts I, II, III	\$117.00	\$64.35
62-4456	Easy Graver Sharpening Video	\$39.00	\$33.15
62-4491	Gemstones Quality & Value Book Vol 1	\$95.00	\$76.00
62-4492	Gemstones Quality & Value Book Vol 2	\$95.00	\$76.00
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All items sold each and priced at current metal market below. **Items limited to on-hand quantities.** Some tools may be scratched, dented or previously owned. Call for availability at 800.877.7777, press 9, then 4300 for more information. Stock current as of 6-30-2011.