

FROM THE BENCH



DARRELL WARREN
VP, MERCHANDISING DIVISION

Communicate Your Expertise

Your car is important to you. If you ever have to take your car in for repairs, and you have to decide where, that can be a very big decision. You not only have to find a local repair place, but one you trust to do a good job. You look for someone with years of experience, special training, or state-of-the-art technical equipment.

Your customers do the same when it comes to jewelry repairs as well. So how do you communicate your expertise? Do you tell the public about your years of experience, special training, or improved technical equipment? Customers shop with you and build trust in you based on what you say and do. Happy customers will tell their friends about you. But remember that there is much more to repair out in the world of jewelry, so don't forget to tell your own story to everyone you can.

Advertise your expertise and use this to help customers choose you as their choice for jewelry repair. Value your talent and make your shop a stand-alone profit center!

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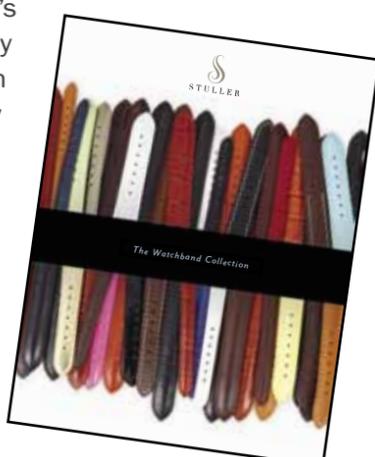
Easy Touch Clasps®

Stuller's patented Easy Touch Clasps feature positive locking mechanisms in designer patterns. With easy on and off functions and offered in sterling silver for a great price, these clasps are quite versatile. **See complete selection on page 4.**

Triple Your \$\$\$ in Less Than 5 Minutes

Five minutes! That's how long it takes to change a watchstrap! The watchstrap collection offered by Stuller appeals to jewelers and their customers through its stylish products and great pricing. Innovative features such as our E-Z Change spring bars, and multi-end pieces, make Stuller's watchstrap collection the most versatile. Each leather strap comes with spring bars and both white and yellow buckles. We know that watches are a continuously growing and always profitable area of sales. That's why we have created watchstraps that easily satisfy jeweler's needs and help them fully service any customer. With this collection, you can truly enhance your business. Stuller also offers the selling systems with the most dexterity.

Learn more about our innovative selling systems on page 2.



Kits that Shine

Jewel Jet & CD 4800 or CD 6800

Professional jewelers have been using steam to make jewelry look brand new for years, and now their customers can too. The Jewel Jet is professional grade, but compact and affordable enough for home use. These machines are a great value, and we are offering an even greater deal. The Jewel Jet is now available in kits that include an ultrasonic cleaner. Designed to be the ideal jewelers' helper, these ultrasonic cleaners are made small enough for use anywhere. Stock up now on these great jewelry cleaners and sell them this holiday season to those customers that want their jewelry looking brand new all year long.



Kits	PROMO CODE: SEPTPUB	
Series#	A 15-2012	B 15-2013
Description	Jewel Jet & Ultrasonic	Jewel Jet & Ultrasonic
Price	\$139.95	\$109.95

The Stuller® Difference



Stuller continues to be the best choice for high quality products like our threaded earring backs. They have an extruded base piercing that maximizes thread surface. And thread surface is very important when you have 100 threads per inch. The base and bridge of each earring back are both threaded for the most stability and smoothest movement.

the best findings with Our earring backs are made from quality die struck components for precise alignment with the post. They have an extruded base piercing that maximizes thread surface. And thread surface is very important when you have 100 threads per inch. The base and bridge of each earring back are both threaded for the most stability and smoothest movement.

Our earring backs are just one example of the variety of great offerings from Stuller. Take a look at the other great new products that are available on page 4. Choose from any of our high quality findings and experience the Stuller difference.

A Customized Selling System

Designed with customization and dexterity in mind, our watchstrap selling system is the ideal way to display and sell the wide variety of our watchstraps available. All of our straps are sold in cases that are specifically made to fit into our display trays, which in turn fit perfectly into our double spinners, single spinners, counter units, and metal bracelet folders. The black padded leatherette folders are perfect for travel. Create your own folder or take advantage of our pre-merchandised folders filled with our best sellers.

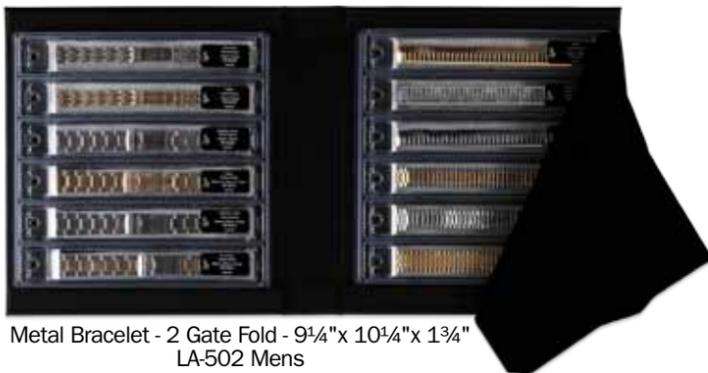


Countertop Cabinet
10¾" x 12½" x 22¾"
61-5413 Leather/Metal
61-5412 Metal
61-5411 Leather

Gift Set Folder
for Straps
5¼" x 10¾"
LA-505 Folder Only



Leather Watchstrap - 4 Gate Fold - 14" x 6½" x 3"
LA-501 Mens
LA-503 Ladies



Metal Bracelet - 2 Gate Fold - 9¼" x 10¼" x 1¾"
LA-502 Mens
LA-504 Ladies



Single Spinner
13" x 13" x 12"
61-5403 Leather/Metal
61-5408 Metal
61-5407 Leather

Double Spinner
13" x 13" x 22"
61-6491 Leather/Metal
61-6493 Metal
61-6494 Leather



A Battery of Facts: ZeroMercury™ Everything you need to know about the industry's move to 0% mercury

There has been a lot of news about the move of the battery industry to 0% mercury batteries. As a distributor of Energizer® batteries, which maintains a commanding market share in retail watch/electronic batteries, we at Stuller Inc. think you need to know why this happened and how it effects your business.

Traditionally, mercury was used in the manufacturing of nearly all batteries. Starting in 1989, Energizer® was the first in the industry to offer 0% mercury in alkaline batteries. They then made the switch to 0% mercury hearing aid batteries in 1991, multi-drain batteries in 2005, and began offering ZeroMercury™ button-cell batteries in 2008. Button-cell batteries were the last to be transitioned, due to the small size, which causes the batteries to be susceptible to impurities. In fact, the issues that needed to be overcome to switch completely to 0% mercury

included the following:

- Susceptibility to slight impurities
- Potential of reduced shelf life
- Potential for lower conductivity
- Unpredictable gassing
- Higher cost for alternative materials

Once these issues could be addressed, Energizer® fully embraced the switch to ZeroMercury™.

On July 1, 2011 the states of Connecticut, Rhode Island, and Maine banned the sale of button-cell batteries containing added mercury. Energizer® was immediately compliant with this new rule, as was Stuller Inc., and in fact had been mercury-free on most batteries already sold.

At least 30 other states plus Canada are also considering a mercury added ban on button-cell batteries. Energizer® has announced they will no longer ship anything to U.S. customers, except their ZeroMercury™ products as of June 1st. Energizer® believes their new batteries will, in fact, deliver the product quality that the industry expects.

Because of all these changes, and in compliance with all mercury bans, Stuller will soon be a completely mercury free battery distributor.

PROMO CODE: SEPTPUB

Purchase 200 batteries and receive a free battery-changing pad.



#EBATPAD

Energizer

FROM THE BENCH

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Case-by-Case



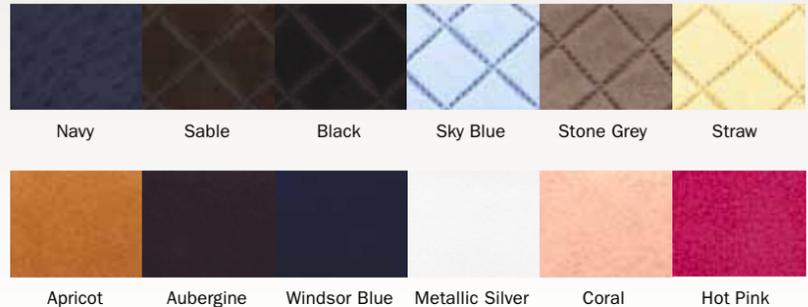
CASE by CASE
A DIVISION OF STULLER

Our Case-by-Case custom display design technology provides the ultimate in showcase flexibility. Stuller is the first to offer digital customization for display layouts and continues to expand and refine the selection available. Our Cologne, Contour, and Designer display series allow you to use shape, height, and individual pieces to customize a unique showcase that tells the story of your jewelry.

However, the aspect that makes your display truly breathe-taking and unique is color. We have an extensive selection of fabrics and colors that add elegance and style to your displays. Check out our newest color, Peacock, showcased here. This is a bold color choice that adds sophistication to any jewelry.

But don't stop there, pair it up with any other color or event for a restyle event that will grow your customer relations. See page 7 for more details.

Designed to allow maximum customization and personality to jewelry showcases, Case-by-Case makes display dreams reality. **To hear more about just how quick and easy it is, call 800-777-7777, ext. 2487.**



Navy Sable Black Sky Blue Stone Grey Straw

Apricot Aubergine Windsor Blue Metallic Silver Coral Hot Pink

*Pictured: Peacock Suede & Aqua Ostrich Grain

NEW Wrap It Up!

These rolls provide an elegant touch of personalization to every gift. Choose from the many brilliant colors and take the hassle of wrapping gifts away from your customers.

Wow your customers with new jeweler's wrapping paper from Stuller.



61-0500

Description	Gift Wrap Cutter
Price	\$16.39

 61-0975 Sterling Dots \$35.95	 61-0998 Martini Dots \$42.50	 61-0990 Midnight Masquerade \$49.95	 61-0989 Copper Patina \$49.95
 61-0974 Bronze Dots \$35.95	 61-0999 Valencia Sunrise \$42.50	 61-0991 Peridot Masquerade \$49.95	 61-0985 Retro Shimmer \$58.95
 61-0976 White Frost \$42.50	 61-0997 Candy Buttons \$42.50	 61-0992 Royal Blue Masquerade \$49.95	

Dazzle Your Jewelry & Your Customers

SparkleSparkle® now offers a unique gift idea for your customers. Our new Private Label Program allows you to place your logo on bottles of SparkleSparkle's exceptional cleaning solution.

Simply send us your digital artwork:

- Minimum 300dpi, but 600dpi and above preferred.
- Artwork must be in AI, EPS, or TIFF file.
- Maximum customer logo image size is 1¼" x 1".
- Fonts must be outlined.
- Minimum order is 250 units.
- Orders cannot be canceled once artwork has been approved. Depending on the product ordered, other restrictions may apply.

This makes a great giveaway and/or a promotion for your store, while providing your customers with jewelry that looks brand new.

To place your order, call our Private Label Consultant at 1-800-877-7777, ext. 2487



Ring Cracker—Safety First

Kit includes Ring Cracker & 2 pairs of safety glasses

With the continuous growth of Contemporary Metals, the safe removal of these rings has become a concern. This is why Stuller developed the exclusive Ring Cracker. With this easy-to-use tool, your customers never needs to worry about removing their Tungsten Carbide and Ceramic rings again. Just follow these easy steps:

- 1 With the palm facing up and while holding the handle of the Ring Cracker and the top of the knob, slide the Ring Cracker over the ring.
- 2 Turn the knob slowly until it is secure on the ring. Be sure that the placement of the tip of the screw is in the center of the ring.

58-2440

Description	Ring Cracker Kit
Price	\$85.00



Snap this QR code with your smartphone to view video demo

- 3 The example being shown is a flat ring. For dome-shaped rings, make sure the base of the shank is centered in the V groove at the base of the Ring Cracker.
- 4 Turn the knob clockwise ½ turn until you hear or feel the cracking of the ring. Continue to turn the knob as necessary until the ring cracks.

Take note that the ring may not be fully cracked after you hear the first crack. If the ring is not fully broken, rotate the ring cracker 180 degrees and continue turning the knob until you visually see the ring crack into pieces.

View video demo at benchjeweler.com

FINDINGS

Easy Touch Clasps®

These new, patented designs have positive locking mechanism making them easy on and easy off clasps. They are affordable choices for a perfect finishing touch.

Clasps

Item No.	28257	28258	28259	28260
MM OD	16.9 x 7.4	18.7 x 9.5	19.55 x 10.35	20 x 10
Silver (1pc)	\$21.44	\$22.57	\$27.65	\$27.22

NEW Fleur-De-Lis Settings

Designed for large color styles, these new settings are made with metal mold technology and are available in larger sizes.

28255 Round Fleur de Lis Setting

MM stone	8	8.5	9	9.5	10	11	12
MM height	7.3	7.5	7.8	7.8	8.5	8.8	9.5
14k (1pc)	\$28.35	\$31.27	\$34.24	\$38.95	\$47.91	\$57.40	\$58.75
Silver (1pc)	\$4.69	\$4.92	\$5.04	\$5.09	\$5.47	\$5.91	\$5.92

28261 Antique Square Fleur de Lis Setting

MM stone	8x8	10x10	12x12
MM height	7.0	8.5	9.0
14k (1pc)	\$29.21	\$44.30	\$66.41
Silver (1pc)	\$4.79	\$5.26	\$6.27

28270 Oval Fleur de Lis Setting

MM stone	10x8	11x9	12x10	13x11	14x10	14x12	16x12
MM height	7.3	8.0	8.5	9.0	8.5	9.0	9.0
14k (1pc)	\$34.03	\$40.01	\$49.18	\$55.17	\$62.07	\$65.33	\$78.86
Silver (1pc)	\$4.99	\$5.14	\$5.57	\$5.85	\$6.45	\$6.33	\$6.72

28273 Emerald Fleur de Lis Setting

MM stone	10x8	11x9	12x10	14x10	14x12	16x12	18x13
MM height	7.3	7.8	8.5	8.5	9.0	9.0	9.5
14k (1pc)	\$36.06	\$48.19	\$52.70	\$63.56	\$76.54	\$93.59	\$102.97
Silver (1pc)	\$5.13	\$5.38	\$5.57	\$5.91	\$6.62	\$7.36	\$7.83

28274 Antique Cushion Fleur de Lis Setting

MM stone	10x8	11x9	12x10	14x10
MM height	7.3	8.0	8.5	8.5
14k (1pc)	\$37.47	\$47.84	\$56.73	\$67.45
Silver (1pc)	\$5.07	\$5.36	\$5.75	\$6.02

*SH314 Shank shown assembled with #28261

Pearl Enhancers

Sterling silver pearl enhancers are a fashion-forward style at a new affordable price. Change the look of any strand of pearls with precise mechanisms that have multiple uses.

Enhancers

Item No.	28284	28285	28286
MM OD	30.0	30.0	22.5 x 25
Silver (1pc)	\$34.14	\$33.12	\$18.06

Item No.	28287	28290
MM OD	30 x 24.5	5.0
Silver (1pc)	\$24.51	\$10.47

X1® Is the Color of Choice - No Rhodium Needed!

Our proprietary formula produces a true white gold while saving you money. These findings offer the look of platinum at the cost of 14k.

3510 Medium Friction Back

post range	.026"-0.30"
pad MM	4.2
14X1 (1pc)	\$3.69

1874 Round Lightweight Earring

MM stone	2.5	3.0	3.5	4.0	4.5	5.0	5.5	6.0
14X1 (1pc)	\$9.89	\$11.29	\$13.82	\$14.84	\$15.26	\$16.32	\$17.61	\$18.75

1888 Square 4-Prong/Princess Earring

MM stone	2.0	2.25	2.5	2.75	3.0	3.5	4.0	4.5
14X1 (1pc)	MTO	MTO	\$14.63	\$14.89	\$17.18	\$19.21	\$24.03	\$25.42

23993 Round 4-Prong/Pre-Notched Earring

MM stone	2.0	2.5	3.0	3.5	4.0	4.5	5.0	5.5
14X1 (1pc)	\$9.00	\$10.50	\$11.55	\$12.59	\$14.41	\$15.95	\$17.58	\$18.81

23996 Princess Pre-Notched Earring

MM stone	2.5	3.0	3.5	4.0	4.5	5.0	5.5	6.0
14X1 (1pc)	\$14.07	\$17.55	\$18.81	\$22.50	\$26.09	\$29.40	\$32.78	\$36.68

1924 Round Scroll Setting® Earring

MM stone	3.0	3.5	4.0	4.5	5.0	5.5	6.0	6.5
14X1 (1pc)	\$16.01	\$18.68	\$21.87	\$22.43	\$25.80	\$26.44	\$31.66	\$33.72

1282 V-Prong Square/Princess Scroll Setting® Earring

MM stone	3.0	3.5	4.0	4.5	5.0	5.5	6.0	6.5
14X1 (1pc)	\$17.87	\$19.97	\$23.07	\$21.38	\$28.69	\$30.56	\$35.40	MTO

*All earrings shown are assembled to a 0.30" post.

PROMO CODE: SEPTPUB

Lightweight Beads: The More You Buy, The More You Save!

Stuller is offering a great deal on items that are everyday needs for any shop. The more of these beads you buy, the bigger your price break.

- 12 receives the 36-piece price.
- 36 receives the 72-piece price.
- 72 receives the 144-piece price.

Beads

Item No.	863	864	865
MM OD	3.0	4.0	5.0
14k (1pc)	\$.74	\$1.27	\$2.21
Silver (1pc)	\$.19	\$.30	\$.51

Item No.	866	867	868
MM OD	6.0	7.0	8.0
14k (1pc)	\$3.84	\$4.75	\$7.59
Silver (1pc)	\$.71	\$1.08	\$1.43

NEW

TOOLS TO THE INDUSTRY



Sawblade Special

Purchase a gross (144pk) of Pike® Gold or Pike® Platinum Sawblades, you will receive a free sawframe. Go to stuller.com now and choose from our extensive Pike® Sawblade selection.

PROMO CODE: SEPTPUB

Description	Pike® Gold Sawblade	Pike® Platinum Sawblade	Sawframe
Item No.	49-4001 - 49-4140	49-4220 - 49-4227	49-7230 FREE w/sawblade

*One sawframe per order.

Sharper Focus with Obrira Binoculars



With binoculars this strong, you can rest assured that if it looks good under magnification, it will look brilliant to the naked eye.

- 2.3X magnification
- Lightweight German quality
- Sharp & clear stereoscopic image
- Full range of vision
- Optimal comfort and long wear
- Spring hinged on earpieces
- Hypoallergenic plastic coated nosepiece

This lightweight and comfortable design ensures fatigue free use.

29-4600

Description	Obrira Binoculars
Price	\$550.00

Reliable Steamer

Steam cleaning is an effective, safe, and environmentally friendly method for cleaning jewelry. The Reliable Steamer is ideally suited for use in jewelry stores and workrooms for cleaning away left over wax, plaster waste, and other debris, also for polishing the final product. This unit offers four safety systems including a pressure switch, probe safety thermostat on the heating element, safety cap with safety valve, and a low water indicator. The Reliable Steamer deodorizes and sanitizes with nothing more than heat and moisture.



15-1106

Description	i700 Jewelry Steam Cleaner
Capacity	2.37 Gallon
Price	\$1,099.00



Capture Memories with RingCube and Dedicace™

Jewelry personalization is a high-value and fast growing service. Customers want their jewelry to feel special and an easy way to do this is through engraving. The RingCube is the newest innovation for just such personalization. The diamond tip ensures fast, simple, and elegant engraving both inside and outside of rings and bangles. The compact unit is a unique method to produce outstanding quality engraving in gold, gold-plate, silver, steel, and aluminum.

Combined with the Dedicace™ solution from GravoGraph, your customers will be able to present a keepsake that is unique to each customer. Dedicace allows you to produce a gift, with your message, in your own handwriting. Simply put pen to paper to create a special message or drawing, and Dedicace™ engraves your design exactly the way you created it. This involves your customers directly in the fun and easy creative process of producing gifts with enhanced sentimental value.

Operated by a simple to use touch-screen PC, the RingCube and Dedicace™ program provides handwritten engraving in five easy steps.

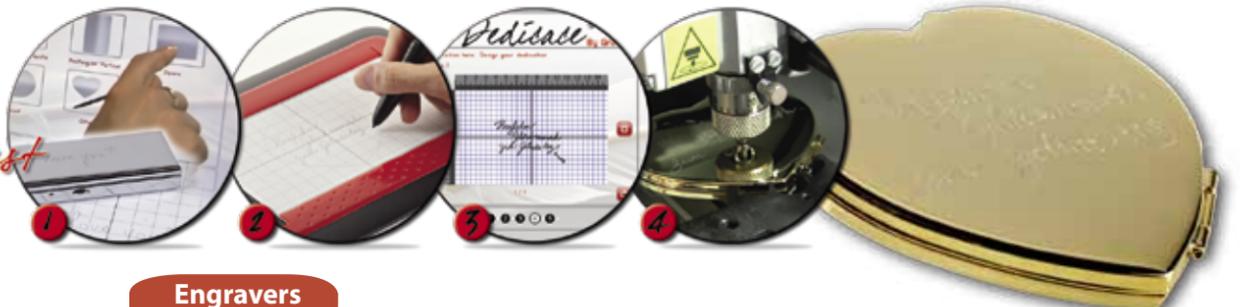
1. Enter the size and shape of the jewelry
2. Create a message and write it on magic paper
3. Preview the inscription on screen
4. Engrave
5. Cherish!



Dedicace™
Personalization at its finest

Handwritten engraving with Dedicace™ Software. A unique personalization service, adding sentimental value and thought to each gift.

Your hands share your heart.



Engravers

Item No.	26-3910	26-3914
Description	Ring Cube Engraver	Dedicace Kit
Price	\$4,270.00	\$1,295.00

Stuller Programs that Maximize Your Profits

Stuller is always looking for ways to provide services that our customers need. To do this we have developed three programs that help you make the most of your materials. If you aren't already involved in these programs, you are missing an easy way to maximize your profits.

THE CLEAN SCRAP PROGRAM

Clean Scrap Program

You have extra materials and Stuller wants to pay you for it. Give us your scrap gold, silver, platinum, and palladium and receive the highest payout in the industry.

Choose from three payout options:

- Credit to account
- Electronic payment or check
- Half credit and half in electronic payment or check

Don't hold on to your stale inventory any longer. Let Stuller turn it into cash for you.

Visit us online at stuller.com/cleanscrap.

Metals Club

Stuller's Metals Club allows you to buy only what you need, when you need it, and still receive a bulk rate. No other company offers you this opportunity.

Membership benefits include:

- Buy direct from the manufacturer
- You choose your price level from your monthly purchases
- Order just what you need daily and still receive the same pricing
- There is a member level for every quantity of metal
- Includes all casting grain, sheet, wire, sizing stock, tubing, and solder.

Sign up free for a club unlike any in the industry. Get the best price possible on your metals purchases and start saving today. **For more details on how to sign up, call 800-877-7777, ext 555.**



CLEAN SCRAP DIAMONDS

Clean Scrap Diamonds

It isn't just about your metals anymore. Stuller now has extended our well-known Clean Scrap Program to include diamonds. This Clean Scrap Diamonds Program will provide you with yet another way to improve cash flow by turning unsellable diamond merchandise into fuel to grow your business. **For more details, contact a Diamond Specialist at (800) 877-7777, ext. 540.**



refined Karats

Everything You Need in One Place

You have a variety of needs and Stuller offers the best variety of solutions. From products to programs and innovations, Stuller provides everything your business needs to succeed. Whether your needs include master alloys, grain, sheet, wire, or laser wire, you can get this all from Stuller. We even have you covered for all your tubing, stampings, and bezel stock, as well as, numerous options in sizing stock. We also offer solder, including Colormatch technology, which we not only make and sell, but also use. With this system, you can match your soldering for all other metals.

We are proud to have always been and always will be true to our environment, practices, and to our customers. Our Refined Karats symbol reinforces this commitment. This logo indicates product lines that are manufactured by Stuller, using recycled and refined metals. This process of using recycled metals makes up more than 95% of our manufacturing.

With one of the largest mill product offering in the industry, you can find everything you need, right here under one roof.



refined Karats

We are even offering you a special deal right now for your soldering needs. When you purchase at least 2 dwt of any solder, you will receive one free solder pick (54-1818) per order.

PROMO CODE: SEPTPUB

Top 10 Soldering Tips

Soldering is an important part of your business and we know everyone has his or her own method of doing it. Regardless, we all can appreciate great tips for improving efficiency and quality while at the bench, so we have compiled some of the best in one place for you.

Tip #1 – Marking Solder: When you receive your solders, use a scribe to mark the bottom edge of one side with the color and solder type. Start using from the opposite edge, and even when you get down to the smallest piece you will be able to identify your solder.

Tip #2 – Sheet Solder: Clean sheet solder with pickle compound, then straight denatured alcohol.

Tip #3 – Worn Pieces: If the piece you are soldering has been worn, first cycle it through and ultrasonic cleaner. Then, clean with pickle compound and coat with a boric acid/denatured alcohol solution.

Tip #4 – Paste Solder: When using paste solder, apply the solder first, then the solution. Ignite the boric/alcohol solution to produce a protective glaze that inhibits oxidation. Also, if you apply heat only to the piece, instead of to both the paste and piece, it will not overheat and cause pits from burning off alloy additions.

Tip #5 – Ring Sizing: When sizing a ring, you should have a clean, flush fit at the joint. Neglecting this will usually result in pits. (Note: Paste solder is not designed for sizing work.) Apply proper heat to the piece then to the solder to prevent flowing.

Tip #6 – Inducing Solder Flow: Apply "self-pickling" flux as needed at the solder joint to induce solder flow.

Tip #7 – Preventing Solder Flow: Using tripoli, yellow ochre, a graphite pencil, white out, stop off, or garlic can prevent solder flow.

Tip #8 – Revealing Solder: To tell if a ring has been soldered, hit it with a torch flame until a light oxide forms – the solder will then stand out.

Tip #9 – Multiple Operations: When multiple soldering is required on a piece, start with a high temperature (medium or easy) for subsequent soldering. Minimize gaps between parts to be assembled.

Tip #10 – Soldering Handling and Safety: Always use a well-ventilated area and make sure the solder you choose doesn't have a higher flow point than your articles (some hard solders fall into this category). Our advice is to always use plumb gold solder for the karat on which you are working.



Revitalize Your Store

Customize Your Event, Your Style, Your Profits.

A restyle event is your chance to build new customer relationships while enjoying the profits. It provides a relaxed atmosphere with an emphasis on experience rather than the sale.

It only takes a few steps:

- Set a theme
- Choose the product category
- Choose number of trays
- Set the event time frame
- Enjoy exciting new styles your customers can touch, feel, and try on.

So don't hesitate! Schedule your event today and know that we will be there to help you every step of the way.

Visit www.stuller.com/restylingevents or contact our prototype specialist by calling 800-877-7777 ext. 414.



There's a New Salesman in Town

Interactive Ring Displays change more than just the way you display your jewelry. This simple addition to your showcases will transform the entire retail experience. Remove the glass barrier between your customer and your jewelry, and let them touch, feel, and enjoy your jewelry. These new and extremely popular units provide an open showcase experience, without compromising security. Your customer will love being able to pick up, try on, and play with your rings, just like they do when shopping for other accessories. Each affordably priced system is made of glass with a hard, frosted top and quality, stainless steel ring elements.

45 Interactive Rings
Floor Display & Bars
41.73"x 14.57"x14.57"



25 Interactive Rings
Counter Display & Bars
12.2"x 9.5"x 9.5"



Ring Displays		
Description	61-8588	61-8589
# of Rings	25	45
Was	\$895.00	\$2,300.00
NEW Price	\$485.00	\$995.00

Passing on the savings of new prime manufacturing – same great quality!

Straight Talk About Contemporary Metals with Glenn Miller

In our last message we spoke to the applications of precious metals and stones to Contemporary Metals. Part 3 of the series is all about the Care of Contemporary Metals and their precious applications.

The materials we will talk about are tungsten, white tungsten, titanium, stainless steel, hi-tech ceramic, and cobalt. We will also discuss the care of immerse plated items and vapor deposition, care of diamond settings, as well as, precious metal inlays.

Care of Tungsten and Ceramic are similar.

Here are the steps that are recommended in the care of these two products.

- Clean with hot water and soap. A steam cleaner may also be used.
- Do NOT use ultrasonic cleaning on these materials.
- Do NOT use an ionic cleaner.
- On tungsten, do NOT use any chemicals other than alcohol.
- Do NOT intentionally drop either material on a hard surface, or bring a hammer force to it.
- Re-polishing gold and silver inlaid portions of the band will NOT effect polishing the tungsten, or ceramic portion of the band.



Removal of Tungsten and Ceramic are exactly the same. We suggest you utilize the Stuller exclusive *Ring Cracker* (58-2440) for the materials. You may find this product on stuller.com and also view the video demo. It is the most effective removal tool ever for these materials. The *Ring Cracker* is non-invasive, never touches the finger and easily removes a ring in 10 seconds. Previous methods are more primitive but do work. They include using a vise grip and applying pressure to the hard material until it cracks.

Care of Stainless Steel and Titanium Jewelry are similar.

- Clean with hot water and soap. A steam cleaner can be used.
- The ultrasonic cleaner can be used on stainless steel jewelry without gemstones.
- We do NOT recommend placing gemstones set in stainless steel in the ultrasonic cleaner. Hand cleaning with hot water, soap, or alcohol, as well as steam cleaning is the preferred method.
- Polishing of Stainless Steel can be accomplished with traditional methods.
- Different compounds are used to polish Titanium, depending what stage it is in. Each of these special compounds and wheels are available on stuller.com.

Care of Cobalt

- Clean with hot water and soap. A steam cleaner can be used.
- Polishing of Cobalt when scratches appear is recommended as follows for best results:
 - Use felt wheel (17-1207) with Gray Star compound (47-3295) or (47-3297). This will remove scratches and bring finish to a pre-polish.
 - Clean ring thoroughly to remove all pre-polish residue.
 - Final polish – use a soft string buff (17-1108) with Picasso Blue rouge (47-3246). This will bring surface to a high mirror luster.
 - After final finish is achieved clean ring thoroughly to remove all polishing residue.

We thank you for purchasing any of our Stuller Contemporary Metals. These recommendations are good for all materials listed from any source.

Ring Featured – TAR009



Member Spotlight - Mark Loren



Mark of Mark Loren Design in Fort Meyers, FL, always showcases some unique pieces on benchjeweler.com Projects page, such as the Tribal Style Palladium and Gold Pendant shown here. Mark describes this piece as being assembled from "cast-off" earring pieces and some handwork. The gold tubing is from a hoop earring section that Mark then added some rings to the edges of to strengthen.

The diamond channel set piece is from the front half of a discarded diamond huggie earring. To set the Citrine he hand-fabricated the Palladium setting and twisted the Palladium wires similar to an old Blacksmiths finial. Mark then added the garnet on top and assembled it all with a laser.

Most of the materials Mark used, such as the round tubing and a wide variety of Palladium alloys, are available on stuller.com. Also, try series 24137 or a Pavé style bail such as 23847, from Stuller. And you can always find a trillion V-Prong Setting #2658.

To see more of Mark's great stuff check out his postings on BenchJeweler.com.

Fashionable Colors

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These Cognac diamonds are being introduced because of the incredibly popular demand. You spoke and we listened. Black diamonds have been in fashion for some time, but to give you the absolute best styles Stuller has expanded our offering to include square princess. And as always, our quality is a cut above the rest.



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Merchandising How To: Kera™ Beads

Kera Beads are an easy and fashionable way to customize a unique and individual look. A small assortment of beads can create numerous different styles. To demonstrate this, we have created three different designs, using only a lariat and a few beads. These three methods display the range of merchandising and fashion potential of the Kera Beads offered by Stuller. Take a look at the pieces showcased here, and go to benchjeweler.com for a video detailing the simply steps used to create each.



New Stuller JCK Booth

Stuller introduced a brand new tools booth at the JCK Las Vegas Show in June 2011. The new layout was a huge hit with a never before seen style and daily giveaways. If you stopped by, we hope you liked what you saw. If you missed it, don't worry. We will be bringing it around again. Hope to see you there next time.



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We'll let one our members explain.

"Once again Stuller has introduced a new innovative tool for the jewelry industry, an interactive website that members can use to reach out to the entire jewelry community to team, teach, and hone their skills in this ever changing and challenging world. With seasoned master jewelers to help advise, and remarkable people new to the industry with fresh insight, benchjeweler.com is the one tool that no jewelry store should be without." Mark G. Olson, owner Goldfine Fine Jewelers, Tuscon, Arizona

Thanks, Mark. We are glad you are enjoying Benchjeweler.com as much as we are enjoying having you as a member.

If you are still not a member, what are you waiting for? Join Mark and the rest of the great jewelers already signed up.

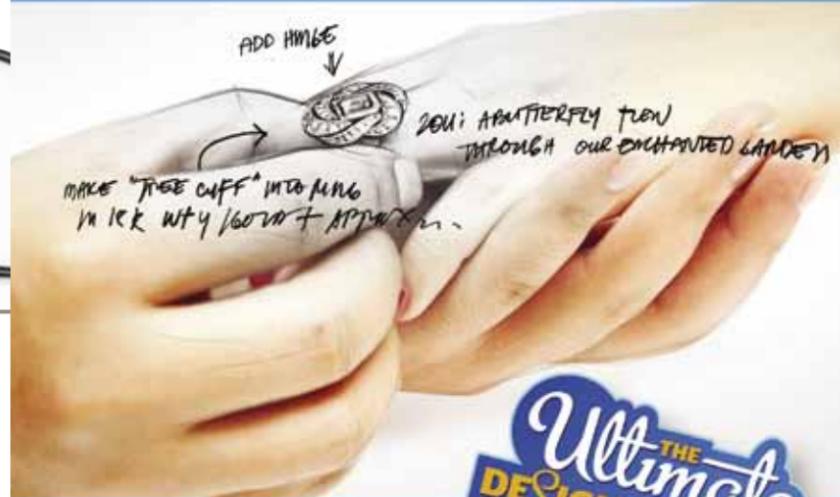
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