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Bench

## BENCH TRICK THINKING

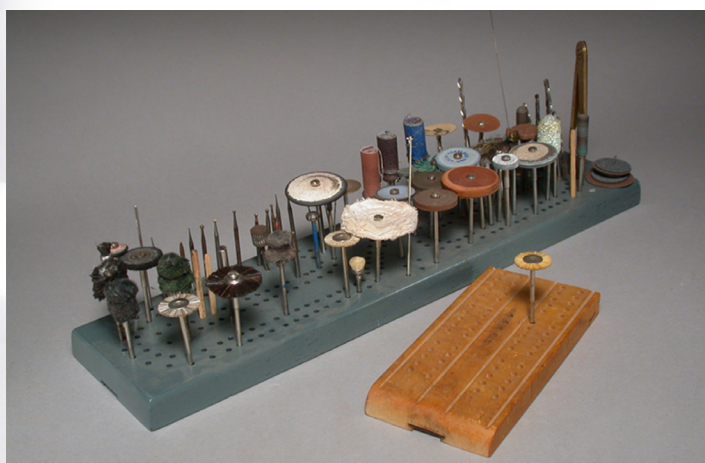
What is a bench trick? A shortcut? A better method? A tool used for one purpose converted to another? A tool or technique saving time, effort and work? Usually there is a moment of 'Wow' as you learn about it. You experience that because a bench trick is a door to insight and you caught a glimpse of how things really work. Bench tricks are about understanding metal and the process of working it. Some examples:



Jason Chandler of Portland, Oregon takes old bezel blocks, presses wax into the hole and also embedding a large steel nut, then casts it in brass or bronze to make a fitted bezel forming mandrel with a threaded steel top you can screw a bolt into to use as a punch.



Handbag sandbags: get a quality leather handbag at the thrift store of a dollar, put sand in a plastic bag and zip that up in the handbag to get a sandbag for shaping into or holding a pitch bowl-with a handle.



Instead of making bur stands buy an old cribbage board and cut it up for pre-drilled blocks.

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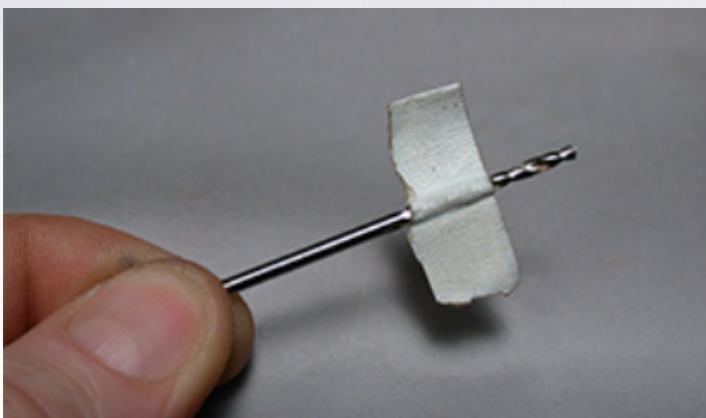




Three nails brazed (or welded) together like this are wonderful for rapidly positioning something for soldering. This one I made has a magnet weight that slides so you can change the weight.



If you stick a magnet onto the side of an anvil it reduces the sound from hammering significantly. This is a magnet retrieved from an abandoned stereo speaker.



When you are drilling something that makes dust you can blow it away from the drilling area by making a little propeller with tape that does it automatically.

## NEW PRINCIPLES

Principles of developing new bench tricks:

- If something looks like something else IT IS.
- Try and categorize objects in new ways in your mind.
- Use the four 'whys', describe your problem, then ask why with each answer. By the time you get to four, or five 'whys' you have usually solved your problem.
- For the best deals on tools, look for someone who uses so much of something they do not value it. Examples include Bic® lighter wheels (they become carbide burrs), vibratory tumblers being cheaper in a gun shop (there are more gunners than jewelers) and Jewelers Pickling acid sourced instead as Sodium Bisulfate swimming pool acid or janitorial toilet bowl cleaner.
- Who else has your problem? If you can describe your problem and then find another field with the same problem then you may find a ready solution available-and if it is a larger field than jewelry (say, automotive) then their solution may be reasonably priced.

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Bench

compliments of:

**DAVID SIMINSKI**

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## REFINING TIPS FOR THE BENCH JEWELER

1. Keep your high grade scrap separate from your low grade.
2. Don't throw unnecessary things in your refining scrap such as metal.
3. Wipe down your bench with baby wipes every day and throw the wipes in your lowgrade drum or bucket.
4. Keep non-precious metals off of your bench.
5. Separate platinum & palladium from your gold and silver scrap because the refining rates are much higher when combined.
6. Please do your homework. Dust collectors matter! It's important to understand capacity
7. Install sink traps on all drains to catch precious metal material.
8. Install sticky mats at doorways or entrances in your shop and change them out monthly.
9. If possible, do not hook multiple benches to one dust collector. This will reduce your collection of metal.
10. Understand your refining charges. Charges vary between metals. Segregation is key!
11. Different types of refining materials are charged differently for the work it takes to claim all precious metal.
12. It's important to build a relationship with your refining partner. The communication helps everyone to understand the process, fees and settlements.

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# Bench

compliments of:

**MISSY GRAFF BALLONE**

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## HEY MAKER,

Are you ready to take better care of your mind and body? I am excited to share this Free Self-Care Checklist with you! Sometimes writing down your goals is the first step to creating new habits.

xo, Missy

## LEARN TO MEDITATE

Have you ever tried meditating? Meditating can seem intimidating to a lot of people. They might wonder if they are doing it wrong or if it goes against what they believe, but I'm not talking about sitting cross-legged for hours on end trying to escape your physical body to reach enlightenment. Meditation is about connecting with your body and noticing what you are experiencing. It can be as simple as focusing on your breath. Noticing the sounds, feelings, and movements of your breath can physically calm down your nervous system. It only takes a few moments.

## UNPLUG

This one is a challenge, but really important. Instead of opening up your text messages, favorite social media account, or email the second you wake up, take a moment to actually wake up. Drink a glass of water, go for a walk, eat, cuddle, and stretch! Make some time to notice the world around you before putting your mind on autopilot. This exercise gives you time to connect to your body. Try it out, you might just find that you are actually more productive this way.

## GET OUTSIDE

When you spend time walking on unfamiliar terrain or surfaces (pebbles, grass, sand) a couple of great things happen. Your foot has a chance to exercise its mobility by adapting to the uneven surface and the sensory input stimulates your nervous system in a new way.

## Self-care Checklist

Date \_\_\_\_\_

TODAY I

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NOTES

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## ~ Inspiration ~

### Mind

READ A BOOK  
TRY A MEDITATION APP  
LIKE HEADSPACE  
LISTEN TO AN AUDIOBOOK  
DECLUTTER  
TRY SOMETHING NEW  
UNPLUG

### Body

GO ON A HIKE  
EAT LUNCH OUTSIDE  
TAKE A NAP  
GO FOR A WALK  
STRETCH  
TAKE A BATH  
DRINK MORE WATER

BROUGHT TO YOU BY WELLNESS FOR MAKERS™



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## HEALTHY HABITS

1. **Avoid close contact with people who are sick.** When you are sick, keep your distance from others to protect them from getting sick too.
2. **Stay home when you are sick.** If possible, stay home from work, school, and errands when you are sick. This will help prevent spreading your illness to others.
3. **Cover your mouth and nose.** Cover your mouth and nose with a tissue when coughing or sneezing. It may prevent those around you from getting sick. Respiratory illnesses are spread by cough, sneezing, or unclean hands.
4. **Clean your hands.** Washing your hands often will help protect you from germs. If soap and water are not available, use an alcohol-based hand rub.
  - A. Wet your hands with clean, running water (warm or cold), turn off the tap, and apply soap.
  - B. Lather your hands by rubbing them together with the soap. Lather the backs of your hands, between your fingers, and under your nails.
  - C. Scrub your hands for at least 20 seconds. Need a timer? Hum the "Happy Birthday" song from beginning to end twice.
  - D. Rinse your hands well under clean, running water.
  - E. Dry your hands using a clean towel or air dry them.
5. **Avoid touching your eyes, nose or mouth.** Germs are often spread when a person touches something that is contaminated with germs and then touches his or her eyes, nose, or mouth.
6. **Practice other good health habits.** Clean and disinfect frequently touched surfaces at home, work or school, especially when someone is ill. Get plenty of sleep, be physically active, manage your stress, drink plenty of fluids, and eat nutritious food.



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**SOUTHERN LIVING  
MAGAZINE**

# Community

## WHAT IS SOUTHERN HOSPITALITY (SOHO)?

While most would define Southern Hospitality as being neighborly and welcoming family, friends, and, yes, even strangers into our homes, the catch-all term comes with myriad definitions. Here, we explore those six primary characteristics of Southern hospitality that are as consistent as our famously hot summers.

### 1. POLITENESS

Despite what society says, there's still a place for manners in the South. Before most children are taught how to spell or how to count, they learn these few magic words: "yes, ma'am," "no, sir," "please," and "thank you." The idea is that if we're taught at a young age how to be polite, it'll carry us through the rest of our lives as adults. And because we love company and, admittedly, talking, conversations with loved ones and guests are never rushed. The motto of the South is "what's the hurry?" and that is certainly reflected in the way (and pace) in which we speak and engage other people.

### 2. GOOD HOME COOKING

Entertaining and delicious food go hand in hand in the South. Every Southern woman knows how to whip up a warm peach cobbler or a classic Hummingbird Cake. We make no apologies for loving our tub of lard and embracing tradition in the kitchen, often preparing time-tested recipes passed down through generations. Our thinking in the South is that one dish is never enough, because you never know when you'll have unexpected guests or relatives for dinner. And you can rest assured, a slow cooker or cast-iron skillet is almost always involved in cooking comforting and soul-satisfying food emblematic of the South.

### 3. KINDNESS

We treat our guests like they're family in the South. As the saying goes, "There are no strangers, just friends we haven't met yet." And we extend this kindness to everyone, forming lifelong connections and opening our homes and

hearts. The most powerful gesture of kindness in the South is often a simple handshake, where a good, firm grip still goes a long way here.

### 4. HELPFULNESS

You can forget about fixing your own plate or helping with the dishes as a guest in a Southern home. We take pride in preparing a home-cooked meal, serving company, and cleaning up once we hang up our hosting hats. We're gracious enough to lend a hand to our neighbors, and we're always willing to offer directions if you're lost on some old back road. That is, if you don't mind hearing a few stories or settling for navigation guided by town landmarks.

### 5. CHARM

What some deem as charming is just the natural Southern way of being kind, witty, and considerate to everyone we encounter, whether it be at the post office, grocery store, or at church. Having grace under pressure and making others feel welcome and comfortable is also part of the Southern charm. Yes, we take our pleasantries very seriously in the South, and we hate saying goodbye to guests come over. But eventually, we're willing to wave them off like a polite host should, with the colloquial promise of, "Y'all come back now, you hear?"

### 6. CHARITY

The golden rule in the South is to do unto others as you would have them do unto you, without expecting reciprocation. Southerners don't give or dole out favors as an obligation, but we do it out of courtesy, respect, and mere habit, in hopes that you'll return again and again.

Regardless of how you define Southern hospitality, there's one thing we can all agree on: In the South, there's truly no place like home.

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*Experience*  
BY AJS



# Community

compliments of:

**RANDY LINDSEY**

24K Club SEUS  
jackrlindsey@gmail.com

## DID YOU KNOW

### THE 24 KARAT CLUB SOUTHEASTERN UNITED STATES

**WHO WE ARE** Celebrating its 46th year, The 24 Karat Club Southeastern United States is a prestigious organization of industry professionals whose purpose is to provide scholarships and foster interest in the Jewelry Industry by forming a fellowship which unites people within the industry and related trades in the belief and practice that the greatest values are to be found in raising the quality of the industry by communicating new innovations, disseminating information of interest, exhibiting objects of special interest to the industry and assisting and promoting generally any act designed to improve the quality of the Jewelry Industry.

**WHAT ARE OUR PRIMARY GOALS?** To foster interest in the jewelry industry and reward scholarships to industry individuals who meet the scholarship requirements as determined by the 24 Karat Club Southeastern US.

#### AVAILABLE SCHOLARSHIPS

- Robert Foreman Memorial Scholarship
- Diamond Council of America (DCA) Scholarships
- Sterling Reputation Scholarship
- Diamond in the Rough Scholarship
- Ralph Williams Education Scholarship

24 Karat Scholarships are given to well deserving individuals who wish to further

their education or trade. The purpose is to enrich both the jewelry industry and their own individual advancement within the jewelry businesses they serve.

**JEWELER OF THE YEAR AWARD (JOY)** Each year the 24 Karat Club recognizes a well deserving retail jeweler with the coveted Jeweler of the Year Award. This is among one of the most prestigious awards given by the Club. This award is based upon outstanding service to their community, personal as well as civic contribution, and their commitment to the betterment of the jewelry industry.

**24KARAT MEMBERSHIP INFORMATION** 24 Karat Club membership includes men and women from all sectors of the jewelry industry. Our group of jewelry professionals are joined by a common interest and work to improve our industry. Along the way, we also enjoy the fellowship associated with 24K membership. Membership in 24K is by invitation only.

**OUR EVENT - 24K BALL** Our annual 24K Club banquet is the highlight of the year for our Club. We believe it is one of the finest 24 Karat Club Gala Events held within the Jewelry Industry. The Atlanta Country Club has been the setting for this formal event. The night includes fellowship, fun, presentation of awards, live music and dancing.

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TRUEVIEW AR

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## 5 REASONS TO USE DATA ANALYTICS IN 2020

Today, the world's most valuable resource is data, not oil. The reason is clear – data analytics help businesses work smarter and improve their bottom line. Trueview AR's customized data collection and analytics deliver valuable and actionable insights into every aspect of your business. Here are 5 ways you can use data to improve your bottom line in 2020.

### #1: Use analytics to reduce physical inventory

Stocking inventory ties up cash, and from an economic standpoint that's not ideal. Using data, you can study customer buying habits over time and more accurately predict the minimum required amount of physical product to stock without over buying. You can learn what items sell, whether they sell year-around or seasonally, and purchase accordingly. Analytics can also help with restocking needs by alerting buyers when inventory is low, without waiting for that information to be delivered by a person.

### #2: Use analytics to eliminate dead inventory

Products have a lifecycle, and studying when that lifecycle is at an end requires a lot of effort and time. Using data collection to analyze your product inventory can turn this task into an automated activity, reducing the time spent on analyzation. By determining what items are the smallest contributors to your profit margin, you can eliminate the 'dead weight' while dedicating more time, and case space, to the most in-demand items.

### #3: Use analytics to set customer service expectations

Tracking customer happiness is hard. You won't likely get honest answers by asking a customer if they like you while they're heading out the door. Using automated tools, you can gauge customer loyalty and satisfaction in an easy and no-pressure way. Tracking metrics such as Customer Satisfaction scores (C-Sat) or Net Promoter Score (NPS) will deliver valuable insight into how your customers & non-buying visitors feel about your brand. Setting minimum levels and then comparing your performance allows you to find issues and action changes to improve.

### #4: Use analytics to improve product quality

Not every sale will stick. Returns happen, it's a part of life for all retailers. Using analytics to track and determine the cause of returns will help you make improvements to all aspects of your business, including product quality. If an item is returned from time to time, it may not be an issue of quality. If a single item has an unusually high return rate, you can use analytics to identify the problem product and evaluate its quality and style quickly. Removing problematic products not only saves money and hassle, it increases customer satisfaction and trust in your brand.

*Continued...*

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## #5: Use analytics to streamline your advertising efforts and spending

Tracking social media engagement is great, but there's more to life than 'likes'. Using analytics, you can find out how far your ads are reaching and who is responding to them. You can track geographic engagement, get demographic data, and determine the effectiveness of every ad dollar spent. Using analytics to find out what works and what doesn't work for your brand will help you maximize your efforts for the best payoff. It might even help you discover a new client base you didn't know you had.

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# Marketing

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## 13 SMART TIPS TO SUPERCHARGE YOUR SOCIAL MEDIA MARKETING STRATEGY

Social media slowly crept into our lives, little by little. Until it was the focal point of our lives. Today, 7 in 10 Americans use social media, compared with only 5% in 2005. Businesses took notice, and social media has since revolutionized the way we do marketing.

### 1. LAY OUT YOUR GOALS AND OBJECTIVES

Having a solid plan, objectives, and goals are imperative if you want to jumpstart your social media strategy. Your social media goals should align with your overall marketing efforts.

### 2. RESEARCH AND LEARN ABOUT YOUR AUDIENCE

Connecting and engaging with your audience is crucial in today's marketing if you want to turn a profit. But, in order to do that, you need to understand your audience – inside and out. You should be able to pinpoint their needs, wants, and desires -if you have a hope of creating a successful social media strategy.

### 3. RUN CONTESTS TO AMP UP YOUR SOCIAL MEDIA STRATEGY

Crafting a successful social media contest is one of the most alluring tactics you can use. It'll increase your online visibility, your followers, and your engagement. The key to executing a successful contest is offering something of tremendous value.

### 4. CRAFT YOUR SOCIAL MEDIA CONTENT CAREFULLY

Every piece of content you post on social media should be carefully thought-out. If you're posting just to post something – you're going about it all wrong. The way you get your message across will vary depending on the social network you're posting content on.

- **LinkedIn** – A professional network that is perfect for B2B audiences. Also includes LinkedIn Pulse, a content publishing and distribution platform.
- **Facebook** – Almost everyone has a Facebook account. Particularly good for news/entertainment related content. While Facebook Pages struggle to perform, Facebook Groups can be a great way of connecting with your ideal audience.
- **Instagram** – Perfect if your content is highly visual. Static images and short videos work incredibly well but it's not as good at driving traffic back to your blog.
- **Pinterest** – Similar to Instagram, Pinterest is highly visual. Although it's limited to static images, it can be highly effective at driving traffic back to your blog.

*Continued...*

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## 5. KEEP THE SALESY TACTICS TO A MINIMUM

Intrusive, traditional marketing went out the window a long time ago, for good reason. People don't want to be sold too. They want to establish real connections and relationships with you. That's the secret sauce to getting your audience or customers to trust you. And, if they trust you – they'll buy from you. Consumers find it off-putting when brands and businesses post too many promotions.

## 6. TAKE ADVANTAGE OF VIDEO CONTENT IN YOUR STRATEGY

Unless you've been living under a rock, you know how potent video content has become. Especially in social media marketing. 82% of all consumer traffic will be from video content by 2021. So, if you haven't already, it's time to jump on that bandwagon as soon as possible!

## 7. CREATE MIND-BLOWING IMAGES

It probably comes as no surprise that crafting mind-blowing images for social media should be a top-priority. You don't need to be a graphic designer to design stunning graphics for your brand. You can utilize tools like Canva or Picmonkey to craft alluring images to wow your audience. Your other option

## 8. CONNECT WITH YOUR AUDIENCE

If you're not building relationships with your audience and/or customers – it'll have disastrous effects on your business. The best way to do this is by connecting in a genuine way with your audience. This will lead to targeted people landing smack dab on your website and purchasing your services or products.

## 9. UTILIZE PINTEREST TO TAKE YOUR STRATEGY TO THE NEXT LEVEL

Pinterest is the third most popular social network among adults. And the second largest search engine besides Google. Pinterest has the ability to maximize your website traffic, your income, and your credibility and authority in your niche. So if you're not utilizing it to its full potential – you're missing out, big-time.

## 10. USE THE RIGHT TOOLS

The tools you choose will determine the strength of your entire social media marketing strategy. Think of it like building a home. If you began by putting up drywall or installing a deck, it would fall to the ground. You need to lay down a steady foundation first. The same goes for your social media strategy. Finding the right tools will ensure your strategy runs effortlessly.

## 11. START A FACEBOOK GROUP

If you've thought about creating a Facebook group – now is the time. Launching and growing a Facebook group is a top-notch strategy to add to any social media marketing plan.

## 12. PROMOTION IS KEY TO YOUR ENTIRE STRATEGY

You could create the most mind-blowing, quality content on the web – but if nobody gets eyes on it, you're not going to see results. That's where promotion comes in. Cross promote between your other social profiles. Collaborate with influencers in your industry. Run a social media contest that encourages participants to follow you. Leverage other platforms you have access to (for example, after someone subscribes to your email list, invite them to follow you on social media.)

## 13. CONSIDER THE LATEST TRENDS AND CHANGES

Staying ahead of the curb is essential in social media marketing. It's forever changing, and algorithms are being altered left, right, and center. Making it your job to stay on top of the latest trends and changes in social media.

Keep your eye on the following trends. Live video content is only climbing and is continuing to grow. Instagram stories are a go-to tactic for businesses. Messaging apps are on the rise for a way for consumers to speak to businesses. Influencer marketing is all the rage. Virtual reality in marketing has become huge.

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# Marketing

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TRUEVIEW AR

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## WHAT IS AR, OR AUGMENTED REALITY?

AR, or augmented reality, is the process of using computer generated content overlaid in a real-world environment. Trueview AR uses computer generated images of jewelry items, and helps customers try the items on virtually, from any device. These 3D files are generated by our proprietary software from your existing CAD files, or from photos of pieces and a few simple measurements.

### You should be using AR in 2020 and beyond to grow and strengthen your brand

AR allows customers to experience and preview products before buying. Virtually delivering your full inventory to every customer wherever they are – online and in store. AR is not just eye candy, it is proven to enhance the customer buying journey. Virtual inventory is customizable and sustainable without restricting your client's buying options, while demonstrating sustainable and responsible sourcing practices which customers are increasingly demanding. Creating an in-store virtual experience is very in-demand with today's millennial customers and appealing to the newer buying generations will ensure that your client pipeline stays full for years to come.

### Your ecommerce website needs to include augmented reality in 2020

61% of customers said they would prefer to make online purchases on sites that use AR technology. If your customers can't get a feel for your collection without visiting your store, you are missing out on sales! Trueview AR's web plug in doesn't require your

customers to download an app, so your products are totally accessible by any visitor to your website. Our website plugin works on any platform, and your customers will be able to virtually try on and alter any item right from their mobile browser, tablet, or desktop computer. Delivering virtual try on and digital customization from your website delivers increased site traffic, increased conversion, and decreased return rates.

### What tools are you giving your sales team to win more business in 2020?

If you have foot traffic but your sales are flat, it's a good time to consider adding new tools into your sales team's toolbox. When debriefing your staff after someone walks, you will often hear "we didn't have what they were looking for, and they didn't want to wait while we ordered it". In today's world of 2 hour delivery, asking customers for patience is a taller order than it used to be. One of the best things you can do to win more deals and increase customer loyalty is to deliver immediately. The virtual shop App is the easiest way to stock endless inventory and deliver unlimited customization options to every customer that walks through your door. Giving your sales team the tablet and letting them see how easy it is to engage customers through the digital guided experience is a fast way to increase conversions in-store. And because digital activations are so in-demand, offering an attractive yet meaningful AR experience guided by your sales staff is an ideal advertising opportunity that's sure to make your store a destination for all jewelry shoppers.

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# Marketing

## SEVEN BASICS OF BRAND STRATEGY

### 1) KNOWING YOUR CUSTOMERS AND UNDERSTANDING THEIR NEEDS

Proper targeting is crucial for successful branding. Knowing the behaviors, goals and wants of your potential customers can aid tremendously in developing a strong branding and marketing campaign. Reaching the right people starts with identifying your target audiences.

### 2) DOES YOUR BRAND PROJECT A STRONG IDENTITY, SOUND AND VOICE? BRAND PERSONALITY (TIDE & GAIN)

After identifying your target audience, you can begin forming your brand identity — things that remind people of your brand, as well as its voice and sonic branding. Regardless of whether your voice strives to be humorous and persuasive or clear and consistent, be sure to maintain consistency. *Tide & Gain are owned by the same company, but have their own distinct brand personalities.*

### 3) KNOWING HOW TO KISS

Keep it short and simple - The KISS principle is a design principle noted by the U.S. Navy in 1960. When it comes to branding elements like logos, taglines, and messaging, simplicity cannot be beat.

### 4) KNOWING YOUR USP'S (UNIQUE SELLING POINTS)

Whatever it is that you claim – whether it is focused on product quality, service excellence, lead times, culture, or other expectations, make sure you are able to deliver on it.

### 5) MAINTAIN CONSISTENCY ACROSS ALL CHANNELS & CAMPAIGNS

Attentiveness is vital in establishing a brand. Regardless of the medium, be sure to maintain consistency in communicating with customers. Strive to meet and exceed what your brand promises.

### 6) AVOID CONFUSING YOUR MESSAGE

Things like colors, types of images, and fonts should all be limited in order to nurture strong brand recognition.

### 7) IMPACT WITHOUT MEANING CAN BE DISTRACTING AND COUNTER-PRODUCTIVE

Your message must convey the brand's essence, promise, and values. Even if your colleagues love nostalgic music, don't be tempted to use it if your brand stands for forward-thinking innovation.



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**MAIN STREET BRANDING**

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## THE BENEFITS OF USING 360 JEWELRY PRODUCT PHOTOGRAPHY AND VIDEOS

### 1. AN IMPROVED ONLINE SHOPPING EXPERIENCE

By using 360 product photos and videos, online shoppers can already interact with your jewelry products using their mouse.

### 2. A REDUCED RATE OF PRODUCT RETURNS

Incorporating 360 jewelry product photography into your visual process can reduce the rate of product returns because it will allow shoppers to have a better and clearer understanding of what they will be receiving when they make a purchase.

### 3. STAND OUT FROM YOUR COMPETITION

The internet is oversaturated with jewelry retailers. You can silence this noise by competing like a true innovator who uses technology to redefine your shoppers' retail experience.

### 4. ESTABLISHED TRUST AND CUSTOMER CONFIDENCE

When you eliminate barriers often brought about by poor visual presentation, you help them decide in your favor as you show them that they are shopping with a credible brand.

### 5. INCREASED CONVERSION RATE

Shoppers need more jewelry product information. Considering that jewelry is often a big-ticket purchase, they need more jewelry product images before making a purchase decision or contacting the retailer to express his/her intention to buy. Shoppers need more than static images to avoid being misled and buying incorrect or unwanted jewelry item.



compliments of:

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# Retailing

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## DIGITAL SIGNAGE TIPS & TRICKS

### BRIGHTS

In order for your digital signage to be effective, it needs to be bright. Traditional digital signage is often far too dim (< 500 nits in brightness) which results in glare, poor viewing angles, and washout. For stores looking to implement street-facing signage that competes with direct sunlight throughout the day, they must invest in premium, ultra-high brightness displays with brightness levels of > 2,500 nits.

### THE IMPORTANCE OF COMMERCIAL-GRADE HARDWARE

- Commercial-grade screens have the ability to be set up in standard landscape mode as well as portrait mode.
- Commercial-grade screens can run for between 16 and 24-hours per day.
- Commercial-grade screens have serial communication meaning they can be controlled remotely via the cloud if paired with the appropriate digital signage media player and software.
- Commercial-grade screens come with standard minimal 3-year warranty that covers all hardware and software defects.
- Retail environments are often much dirtier than a private residence. Commercial-grade hardware is designed to last much longer while withstanding all kinds of environmental and usage conditions.

### CONTENT IS KING

Let's face it - it's hard to get noticed in a massive sea of competition, we know all too well about the notion of "screen fatigue." When it comes to your digital activation content strategy, success is achieved through the tasteful combination of motion, timing, visibility, readability, and a recognizable color scheme that together, create a compelling story; your brand is everything. If you want to succeed in stopping passersby dead in their tracks, seek the guidance of professionals. It's the content that will feed your audience's reaction, not the brand, resolution, sleek mount or bezel thickness of the monitor you've invested in.

### DIFFERENTIATE YOURSELF

Flat screen TVs were first introduced back in 1997. Today, the majority of us have them in our homes and offices, the cool factor is no more. If you're looking to modernize your brand and engage consumers in a whole new way, be sure to consult with digital signage solution providers that have a unique product offering. Most digital signage displays come in a native 16:9 aspect ratio (rectangular) that can be positioned in either landscape or portrait orientation. If you're looking to stand out, there are ways to position monitors to create unique shapes, accessories for monitors as well as monitors that come in unique aspect ratios.

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**COBB GALLERIA CENTRE, ATLANTA**



# Retailing

compliments of:

**JEWELERS BOARD OF TRADE**

(401) 467-0055  
jewelersboard.com



## 7 BEST BUSINESS PRACTICES OF SUCCESSFUL JEWELERS

JBT has had the opportunity to observe the business practices of jewelry suppliers since 1884. From that long experience, we've learned an amazing amount about how a successful jewelry business operates.

"We are very much attuned to what can help a jewelry company to be profitable," says JBT's President Rich Weisenfeld. "We see trends and watch for new developments and technologies. We continually strive to see how JBT can assist suppliers in their daily business."

JBT also creates products that help suppliers navigate credit related issues. Successful JBT members know that first and foremost, they are part of a credit community that thrives when everyone shares their experience for the benefit of all. They take advantage of our services in 7 key areas:

### 1. STAYING CURRENT ON THE DIAMOND & JEWELRY INDUSTRY BY:

- Reviewing the Weekly Alert and quarterly industry updates
- Reviewing the Weekly New Claims & Bankruptcy report
- Attending JBT webinars, town halls, and visiting us at major trade shows
- Reading live industry news feeds on our website

### 2. TARGETING THE BEST PROSPECTS FOR NEW BUSINESS BY:

- Using our standard and custom targeted marketing lists
- Using JBT's mobile app, putting the Red Book on your mobile device

### 3. MONITORING ONGOING CREDIT RISK BY:

- Ordering credit reports
- Subscribing to JBT Credit Watch

### 4. SHARING PAYMENT EXPERIENCE REGULARLY VIA:

- JBT's monthly Interchange program
- Sharing business changes and payment via our website/phone/email
- Posting to CreditShare
- Participating in the JCIG Credit Group

### 5. GUARDING AGAINST REPUTATION AND REGULATORY RISK

- Ordering credit reports for due diligence on business partners for AML compliance

### 6. GETTING PAID BY:

- Promptly placing claims with JBT's Certified Collections Staff
- Using our Free Demand Service/Active Follow up/or Attorney Services

### 7. LEVERAGING THE VALUE OF MEMBERSHIP BY:

- Displaying the JBT logo on company letterhead and websites
- Taking advantage of free collections stickers to place on past due invoices
- Calling JBT's investigative team for help in researching a new company or monitoring existing ones

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compliments of:

**TERRY CHANDLER**

President & CEO

DCA | [diamondcouncil.org](http://diamondcouncil.org)

A Jewelers of America Affiliate

Office: (615) 385-5301 | Mobile: (615) 430-0505

# Retailing

## STAFF TRAINING

1. Hire for attitude, train for skill
2. It pays to hire trainable individuals with the right attitude. It'll be much easier to train a positive person who's open to learning and who shares your values than it is to modify someone's default attitude and disposition.
3. Get to know each employee and tailor your training programs accordingly
4. Use a mix of learning tools and methods
5. To ensure that your employees can internalize what's being taught, utilize multiple learning methods to train them. For example, if you're training your staff on how to use software such as your POS or inventory system, it's best to demonstrate the programs in person, and then refer them to how-to videos that they can come back to. Or, if you're training them on customer service, you can verbally teach your staff about company policies, reinforce the information through handouts or videos, then practice everything by role-playing.
6. Role-play with your employees regularly. Role-playing can be quite effective, especially when it comes to sales. As the team at Graff Retail notes, role-playing "can be your #1 key ingredient to help bring your sales training to life and it will be the very thing that makes your staff finally just 'get it!'" Hakopdjian echoes this and says that role-playing "helps them crystallize their training through practice and repetition. This also helps when looking for opportunities to develop their skills further."
7. Pressed for time? Implement modular training. Running a retail store can be time-consuming. If you or your staff has issues with completing the training sessions, consider modular training. This entails offering short and flexible training segments instead of long and winding sessions.
8. Strive for continuous improvement. Your initiatives shouldn't end just because the training program or period is over. For best results, make learning and development a continuous effort in your business.
9. Recognize that you don't have to implement your training program on your own. If teaching isn't your specialty, see if you can delegate the task to an experienced manager or even an outside professional. There are plenty of trainers out there who specialize in retail and can create tailored programs for your business.
10. When it comes to the hardware and software in your business, see if you can get training from your vendors. Most solution-providers provide training materials to customers to help them get the most out of the program, and others even have partners and resellers who can train clients on the solution.

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## RESOURCES:

### DIAMOND COUNCIL OF AMERICA

[diamondcouncil.org](http://diamondcouncil.org)

The DCA's Mission Statement The mission of the Diamond Council of America is to provide quality, affordable distance education to enhance the ability of our members' associates to sell fine jewelry with expertise, integrity, and professionalism and to fuel the passion of those looking to learn about our industry.

### AMERICAN GEM TRADE ASSOCIATION

[agta.org](http://agta.org)

The authority in color. Committed to educating consumers and jewelry professionals about colored gemstones and cultured pearls.

### GEMOLOGICAL INSTITUTE OF AMERICA

[gia.edu](http://gia.edu)

GIA's mission is to ensure the public trust in gems and jewelry by upholding the highest standards of integrity, academics, science, and professionalism through education, research, laboratory services, and instrument development.

### CULTURED PEARL ASSOCIATION OF AMERICA

[cpaa.org](http://cpaa.org)

Founded in 1957, the Cultured Pearl Association of America, Inc. is a nonprofit group comprising the finest manufacturers, wholesalers, retailers, dealers, and suppliers of cultured pearls in the United States. A number of international pearl-producing groups called benefactors also back many of the CPAA's efforts. The CPAA's goal is to boost the marketability of cultured pearls for retailers while inspiring demand among consumers. Through promotion, education, ethical business practices, and an unwavering commitment to this organic gem, the CPAA aims to drive an authentic passion for pearl across all varieties.

### PLATINUM GUILD INTERNATIONAL

[platinumguild.com](http://platinumguild.com)

Platinum Guild International (PGI) is a marketing organization which was created in 1975 with the vision to develop the global platinum jewellery market as a new demand source for platinum. PGI's consumer marketing and educational programmes are focused on developing awareness and an appreciation for platinum's unique qualities as a precious metal for fine jewellery. In addition, PGI works collaboratively with partners globally, running extensive marketing programmes in the four main platinum jewellery markets of China, Japan, USA and India.

### DIAMOND PRODUCERS ASSOCIATION

[diamondproducers.com](http://diamondproducers.com)

The Diamond Producers Association is an international organization comprising the world's leading diamond mining companies. Our mission is to protect and promote the integrity and reputation of diamonds, thereby ensuring the sustainability of the diamond industry.

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# Sales

compliments of:

**GRANT MOBLEY**

Diamond Producers Association  
info@diamondproducers.com  
diamondproducers.com



## DIAMOND TERMINOLOGY GUIDELINE

### INTRODUCTION AND REFERENCE

Eight of the leading diamond industry organisations (AWDC, CIBJO, DPA, GJEPC, IDI, IDMA, WDC and WFDB) have developed the present guideline to encourage full, fair and effective use of a clear and accessible terminology for diamonds, synthetic diamonds and imitations of diamonds by all sector bodies, organisations and traders.

This Diamond Terminology Guideline serves as a reference document for the diamond and jewellery trade when referring to diamonds and synthetic diamonds. It is built on two internationally accepted standards: the ISO 18323 Standard ("Jewellery – Consumer confidence in the diamond industry") and the CIBJO Diamond Blue Book.

### DEFINITIONS

- A diamond is a mineral created by nature; a "diamond" always means a natural diamond.
- A synthetic diamond is an artificial product that has essentially the same physical characteristics as a diamond.
- An imitation diamond, also named a diamond simulant, is an artificial product that imitates the appearance of diamonds without having their chemical composition, physical properties or structure.
- A gemstone is a mineral of natural origin that is used in jewellery for reasons of combined beauty, rareness and intrinsic value.

### TERMINOLOGY

When referring to synthetic diamonds:

- Use one of the following authorised qualifiers when referring to synthetic diamonds: "synthetic", "laboratory-grown" or "laboratory-created".
- Do not use abbreviations such as "lab-grown" and "lab-created".
- Do not use the following terms: "cultured diamonds" and "cultivated diamonds" as "cultured" and "cultivated" refer exclusively to organic / biogenic products.

- Do not use the following terms: "real", "genuine", "precious", "authentic" and "natural" as those apply exclusively to natural minerals and gemstones.

### RECOMMENDATION

A diamond is natural by definition. Therefore, use the word "diamond" without a qualifier when referring to a diamond. If differentiation from synthetic diamonds is required, use the term "natural diamonds" as term of equivalent meaning.

Do not use the following confusing expressions: "natural treated diamonds" and "treated natural diamonds". Instead, simply use "treated diamonds".

### WHEN AND WHERE TO USE THE DIAMOND TERMINOLOGY GUIDELINE

The leadership of AWDC, CIBJO, DPA, GJEPC, IDI, IDMA, WDC and WFDB strongly recommend all traders, sector bodies and other organisations to comply with the guideline\* on all documents, websites and other means of communication that are intended to e.g. sell, buy and promote diamonds, synthetic diamonds, gemstones, gemmological laboratory reports, diamond jewellery and synthetic diamond jewellery.

For any questions regarding this guideline, please contact Lisa Levinson.

[lisa@diamondproducers.com](mailto:lisa@diamondproducers.com)

### SUPPORTED BY:

Antwerp World Diamond Centre | CIBJO, The World Jewellery Confederation | Diamond Producers Association | World Diamond Council | International Diamond Manufacturers Association | GJEPC India | The Israeli Diamond Industry | World Federation of Diamond Bourses

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# Store Design

compliments of:

**ALISON JOHNSON**

Creative Director  
Larry Johnson Consulting Group  
(817) 980-2135



## HOW TO MAKE YOUR GIFTWRAP EASY & IMPACTFUL

When your customer leaves your store after making a purchase, it is the ideal time to make your brand create a most positive, lasting impression. The customer is happy and excited about their purchase. You want to have your store's image identified with that moment. The obvious way to make the most of that time is through your gift packaging. Let's look at this important area.

### BAGS

Shopping bags are typically available to jewelers in 4 primary types. Euro-totes, Paper, Poly and Reusable. Hints:

- You may be able to use the print die from your imprinted necklace boxes as the die for your bags saving you another die charge.
- Imprinted bags make great attention getters in your showcases and windows to reinforce your brand.

### TISSUE

Tissue normally comes in about 20"x30" sizes. It is usually available from stock in a dozen or so basic colors. With a special order, you can get many additional color options. Custom matched or imprinted tissue is available if you can order 10 reams at a time. Hints:

- Order your tissue in the same color as the imprint on your bags for a coordinated look.

## GIFTWRAP

Giftwrap is available from many sources. Always ask for samples of the wrap you like to be sure it looks the way you want in person. Wrap is available in 24" wide or 8" wide rolls. Getting your giftwrap from jewelry packaging suppliers will insure the paper has no Sulphur content which could tarnish your jewelry. Hints:

- Order wrap in both widths to reduce waste. Have a classic paper option for Bridal or more exclusive gifts. Use seasonal wrap themes for everyday purchases. Have a small card near the cash wrap showing the paper and ribbon choices you have and allow your customer a choice.
- Using gift wrap, in jewelry roll widths, are a great way to eliminate waste and take up less storage space.

## RIBBON

Ribbon and premade bows are available from many sources and can be anywhere from plain to very elaborate. Find your ribbon when you have the giftwrap paper in hand to compare shades. Imprinted ribbon is a great way to promote your store and enhance the anticipation of the moment when the gift is presented. Hints:

- Here is an opportunity to make your package special. Move past simple little "Splendor" or "Star" bows to more elaborate and unusual bows like "Perfect" or "Pull" bows that make a bigger impact. Check out on-line videos like the ones listed below to learn how to make unique bows.
- I like to use wire ribbon because with wire ribbon the bow can be easily reshaped to...

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make your packaging look fresh even after being tossed under a pile of things.

- Seasonal wraps can be accomplished by using different ribbons with a neutral wrap if space is limited for storing a variety of paper.
- Tie a couple of strips of ¼" ribbon in your store colors around each bow can give your store a unique look.
- Using a wired edge ribbon you can make a very easy and quick tie by simply tying a 1 ½" ribbon around your box and knot it. Cut your ribbon ends on an angle and you are finished.
- During down time throughout the year, bows can be premade and stored. That way when you are busy you can simply tie the bow on and pull out loops to finish off the bow.

## SEALS

If you do not use imprinted ribbon, use a small foil seal to brand the purchase as coming from your store. At about 10 cents per label, the addition is well worth the investment. Hints:

- Seals are now offered in many sizes and shapes. Go with something unique to make your seal reflect your store. Ask your packaging supplier for suggestions.
- Using stickers to seal the ends of your package is quick and easy as well as helping to brand your store.
- Hang tags are also a unique way to brand your store with a different shapes or colors that match or compliment your color palette.

### NASHVILLE WRAPS

[southerncharmwreaths.com/bow-thank-you-gift/](http://southerncharmwreaths.com/bow-thank-you-gift/)  
[nashvillewraps.com](http://nashvillewraps.com) | 615-338-3200

### STULLER

[www.stuller.com](http://www.stuller.com)  
800-877-7777

### GUNTHER MELE

[www.gunthermele.com](http://www.gunthermele.com)  
716-829-9505

### NOBLE PAK

[www.noblepak.com](http://www.noblepak.com)  
800-864-7675

### PRESENTATION BOX

[www.presbox.com](http://www.presbox.com)  
800-556-7390

### RIBBON BAZAAR

[www.ribbonbazaar.com](http://www.ribbonbazaar.com)  
877-794-5903

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compliments of:

**LARRY JOHNSON**

Larry Johnson Consulting  
www.LarryJohnsonConsulting.com  
lbjis@msn.com | 817-980-2135

# Store Design

## JEWELRY DISPLAY TIPS

Thanks for attending The SoHo Experience by AJS! Here are some display hints that will, if implemented, increase your sales. If you have any questions or comments, contact me. I am happy to help you be more successful!

### Apply "Intention" To Whatever Actions You Undertake In Your Cases.

Make improvements with a specific objective in mind. Don't just move things around for the sake of moving them. Have a specific goal in mind. Have a plan in place as to how you are going to measure the results of any change you make. Keep making changes, and measuring the impact of those changes until you hit upon a strategy that increases your sales and profits.

### Place merchandise that is in the front of the case on displays that are flat, not angled.

Everything in the case should be visible through the top of the case to keep your customer from having to bend over to look through the front glass.

### What piece of merchandise do you want most to sell?

It should be placed in the back center of the showcase because that is the first-place people look. Makes sense.

### Arrange your cases in a "Good-Better-Best" Arrangement.

Put your "Best" items from each case at the back of the platforms where your customer looks first. The more people that see it, the better your chance to sell it. Put

your "Better" items in each case at the middle area (front to back) of the platforms. These are pieces you'll sell the most. People tend to pick the middle-priced pieces. Put your "Good" items in each case at the front of the showcases in higher capacity trays to show your broad selection at the lower price point. "We have a great selection for you!"

### Make color mean something in your displays.

Put the 5-7 pieces of jewelry you want most to sell on a different color of elements to draw attention to them. You'll sell more of those pieces. Avoid using displays of oddball colors for no reason.

### Consider magnetic displays if you have a problem with elements falling over in your case.

They add about 20% to the cost of some displays but can be worth it in reducing damage to elements from falling onto the floor during removal and replacement.

### Feature items in your showcases that are 20% higher than the average sale you currently make from that case.

Raise each case's sales by 20% and you'll raise the store revenues by 20%. A 20% uptick to the budget is usually doable.

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**Use your EDGE Inventory performance report to guide you as to how much space to allow each merchandise category.**

It's like a detailed lab report on the health of your store, and provides you an easy way to track the impact your changes make. You've already got the data-Use it!

**The world's best-selling book on jewelry display is now available at half price.**

Order your personally signed copy delivered to your store for \$25. Hint: Sell it on Ebay when you are finished reading it for a tidy profit.

**Implement a "Top 10 Gift Ideas" program in your store to help customers decide.**

Ask for a specific handout on this easy but effective promotion. Only feature the jewelry pieces you want to sell.

**Make sure your staff is trained in visual merchandising.**

You wouldn't allow an untrained staff member to grade or set a diamond, why do you allow an untrained staff member to arrange your showcases? Maybe because you think display doesn't really affect sales. Implement sound display principles that increase your sales. Get them training at the local Fashion Merchandising College or encourage them to read books on the subject.

**Use care when putting vendor-provided displays in your showcases.**

Be sure they will generate enough sales and profit dollars to your store to justify the showcase space they will occupy. Be certain the colors of their display will look nice in your store. If possible, ask your vendor to personalize the displays with your store name.

*When is the last time a customer saw a piece featured on your in-store TV monitor and bought it? It happens all the time to stores that use My Store Monitor! \$99 a month. Check out [www.MyStoreMonitor.com](http://www.MyStoreMonitor.com) for details.*

*These suggestions are from Larry Johnson. He is the CEO of Larry Johnson Consulting, a visual merchandising consultant to the jewelry industry. Larry is the author of the best-selling book "The Complete Guide to Effective Jewelry Display." He can be reached at his website, [www.LarryJohnsonConsulting.com](http://www.LarryJohnsonConsulting.com) or at 817-980-2135.*

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compliments of:

**VIJAY PAUL**

Lighting 4 Diamonds  
thejewelrylightingexperts.com

# Store Design

## LIGHTING Q & A

Vijay Paul, general manager for Miami-based jewelry showcase and lighting company Lighting 4 Diamonds, is weary of seeing colorless diamonds rendered canary yellow under outdated lighting systems. But what, when it comes to lighting, is considered outdated? We picked Paul's brain for some common mistakes and contemporary tips when it comes to in-case illumination and custom showcases.

### QUESTION: WHAT DO YOU SEE JEWELERS DOING WITH LIGHTING IN THEIR STORES THAT MAKES YOU CRINGE?

They're using old-fashioned halogen lights that burn really hot. The hotter a light burns, the more yellow the color is—and it gets more yellow as the light wears.

And you see some jewelers mixing all kinds of lights together. That's not going to give you good lighting. You should use one type of bulb throughout the store so you don't have part of the store looking cool and another part looking warm. The standard LED light is 6000 kelvin. [Kelvin is a measurement unit often used to gauge the color temperature of a light source.] That light will project beautifully against anything. If you get to 7000 to 8000 kelvin, everything starts to get washed away. Your diamonds aren't going to look like diamonds anymore. They're going to look like blobs of light.

### QUESTION: TELL US MORE ABOUT YOUR NEW SHOWCASE DIVISION.

With our rich and diverse background which includes 40 plus years in the custom showcase manufacturing and design business, we use a wide range of

experience to work with some of the industries top retailers to create stores that truly represent their brand. Our warehouse located in the USA, turns out exquisite custom created showcases and customized lighting solutions. These showcases are made to a client's exact specifications. We use Italian made material that is both durable and cost effective and does not chip, crack nor fade. Our in-store design planning brings our client's vision to life and provides them the opportunity to impress their customers as soon as they walk through the door.

### QUESTION: WHAT SHOULD JEWELERS BE LOOKING FOR IN IN-CASE LIGHTS?

LED lights, which burn very cool and maintain consistency. And retailers need to make sure [strip] lights all have the same color lights. If a light isn't manufactured correctly, it can include bulbs that actually [skew] to different shades, so you'll have one that's clean white, one that's shaded blue, another that's yellowish. You can classify LED lights just like you do diamonds. You want pure white light. Our main goal to our clients are to be able to design, manufacture, deliver and install their new jewelry showrooms.



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**QUESTION: IS IT POSSIBLE FOR AN IN-CASE LIGHT TO PRODUCE TOO MUCH SPARKLE WHEN BOUNCING OFF DIAMONDS?**

No. You want the maximum sparkle from a diamond. You want reflectors in your light that create a sparkling effect before the light actually leaves the fixture. Our newest XBrite Collection offers this.

**QUESTION: IS THERE ANY SECRET TO ANGLING DIAMONDS A CERTAIN WAY TO PRODUCE MAXIMUM SPARKLE IN THE CASE?**

You should always have the light shining almost directly on top of the product. Placing lights in the front of the case is always best. When you're displaying necklaces on neck displays or rings, you particularly don't want the light to be in the back.

**QUESTION: WHEN LIGHTING METAL PIECES THAT DON'T FEATURE GEMS, WHAT DO YOU RECOMMEND?**

I still like 6000 kelvin LED lights, but you can go down to 4500 kelvin for a little warmer color. People ask for 3000 kelvin sometimes, but they always end up trading them in for 4500 or above.

**QUESTION: DO LED LIGHTS DIM OVER TIME? HOW OFTEN DO YOU HAVE TO REPLACE THEM?**

They don't really dim, but every LED light is rated on a color index scale so they might change color slightly. We have customers that have had them for 8+ Years.

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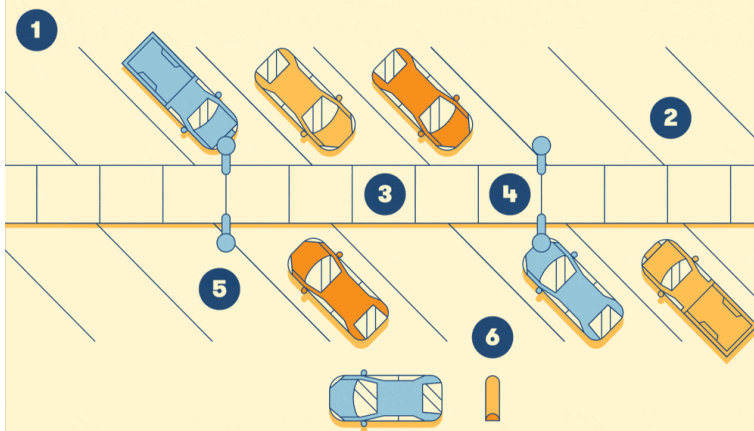


# HOW TO DESIGN YOUR EXTERIOR STORE EXPERIENCE



An attractive store exterior can boost street presence, extend your brand, and create new interest. Here are our tips for improving your outdoor store experience.

## PARKING DESIGN



### 1 Determine the correct lot size

**9 by 19 feet** is the standard size for public-use parking lots.

### 2 Pick the right parking angle

**45-60 degrees** for stores with high turnover, **90 degrees** for overnight parking.

### 3 Add pedestrian walkways

**7 feet** of walkway space provides sufficient room for cars and pedestrians.

### 4 Have adequate lighting

Parking lot lighting is typically lit between **0.5 and 5 foot-candles (fc)**.

### 5 Provide adequate space

**300 to 350 square feet** per parking stall, including driveway aisle.

### 6 Include safety measures

**Raised islands** prevent illegal parking, while **speed bumps** slow cars.



### 1 Keep signs in good condition

A FedEx survey found that **68% of Americans** believe a store's sign is reflective of the quality of its products.

### 2 Choose contrasting colors

Studies show that high color contrast improves outdoor advertising recall by **38%**.

### 3 Make your sign reflect the in-store experience

Best Buy found that **17% of its customers** walked in because of the sign.

### 4 Ensure visible letter size

Each inch of letter height should provide **10 feet of readability**.

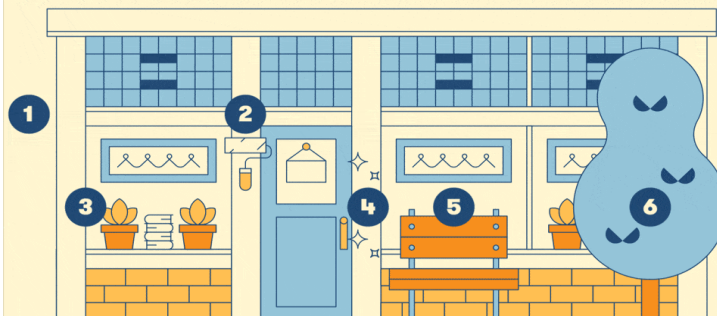
### 5 Keep messaging short and clutter-free

Limit your signage to around **10 words** and have at least **30% white space**.

### 6 Place signs at points of transit

Corners, walkways, and traffic lights have more **walk-by and drive-by traffic**.

## STOREFRONT APPEAL



### 1 Brand your exterior to your target audience

**40% of shoppers** will avoid a store that doesn't look like their usual place to shop.

### 2 Add a fresh coat of paint

A building should be repainted every **7-10 years** to maintain its vibrancy.

### 3 Create an Instagram-worthy window display

**75% of people** take action from seeing a photo on Instagram.

### 4 Pressure clean your entrance

**52% of consumers** avoided a store because it appeared dirty on the outside.

### 5 Add welcoming touches

A local store found that **70% of its first-time sales** were based on its curb appeal.

### 6 Invest in outdoor landscaping

Studies show that stores located on streets with trees had **higher customer perceptions**.

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Sources available at:  
<https://www.bigrentz.com/blog/exterior-store-experience>

BIG  
RENTZ





# Store Design

compliments of:

**KEELY GRICE**

Grice Showcase & Display

(704) 423-8888

griceshowcase.com

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## IS YOUR STORE A TRUE EXPERIENCE?

Your clients' visit to your store needs to be more than just "shopping". It needs to be an **Experience**. You need to focus and act to provide this "Experience", while delighting your customers.

Consider how your store can be a unique presentation with physical elements to please the senses of your clients.

Please consider what makes a space (any space) Special and Remembered....

1. **Sunlight** is such a factor (Bright is Better than Dark).
2. **Music** in the background (Softly Playing Tempo)
3. **Plants** also put spirits in a good place... Consider a "Living Wall" area
4. **Scents and Aromas** (Coffee on a Beverage Bar with Cookies)
5. **Movement** (maybe a small designed Water Feature)
6. **Pets**... YES, pets are so special to so very many people

Make your store a Unique and Memorable Experience that makes your client want to return.

Make Continuous Improvements to keep your store well known and spoken about in your clients' social circles.

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**MARCH 7-9, 2020**

PRE-SHOW CONFERENCE:  
FRIDAY, MARCH 6

COBB GALLERIA CENTRE, ATLANTA





# Store Design

compliments of:

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## TRENDS, IDEAS AND DO IT NOW TIPS FOR STORE INTERIORS & EXTERIORS

1. People are traveling & moving to cities, large & small. How can I capitalize on this? Protect your downtown. Millennials particularly appreciate this. Emphasize the assets of your space if it was once a bank or a house for example.
2. Banks have great entrances, high ceilings, vaults which could be a diamond, appraisal, custom design space.
3. Houses have rooms which flow, old hardwood floors, traditional details.
4. Repurposing a building is environmentally friendly.
5. Human interaction is the great divide between bricks & mortar versus digital. Plan your space to support your staff - work stations; a private office for big sales, discreet appraisals; a stunning custom design desk with a large monitor.
6. Think of your store as a stage & you & your staff are the actors. That means back room spaces that support the action - staff room, lockers, bookkeeping & inventory spaces.
7. Experience is the buzzword today. Provide an area for coffee, water, soft drinks. Maybe a bar where you serve wine or beer.
8. Incorporate a play table with merchandise that customers can try on without you.
9. Have a sit-down counter with stools to look into the jewelers / watchmaker space. Children love this.
10. Put your jeweler or watchmaker in the front window IF they are comfortable with this. Many artisans don't want to be in the spotlight.
11. When you're putting in a water fountain, make sure it's one that can refill bottles. Customers will thank you.
12. Since healthy is the new wealthy, prioritize good air quality, acoustics, biophilia and comfort. Biophilia says that humans seek connection with nature.
13. Celebrate daylight which helps our circadian rhythms. Awnings, motorized window shades, polarized window film or perforated graphics can cut glare, increase your visibility to customers or lessen the power of the western sun. And don't you just love light streaming out of windows in the fall & winter?
14. Make sure the paint you use has low or no VOCs (volatile oil compounds). Wall coverings the same & with recycled content.
15. Hopefully the wood veneer or solid you use is FSC (Forest Stewardship Council) certified, reclaimed or recycled.
16. Since noise decreases productivity by 60%, cut sound with lay-in ceiling tile (Armstrong.com); decorative sound panels (carnegiefabrics.com); coiled wire fabric (cascadecoil.com) and carpet.
17. Digitized images of nature help de-stress (hdwalls.com).
18. Water features add humidity & mask sound.
19. Plants and grasses create oxygen, absorb CO2 and soften high frequency sound. Invest in landscaping if you're a stand alone store or planting at the entrance if possible. Green walls inside are growing in popularity.
20. If you are renovating & want to update your cases check out Di-Noc (3M.com), distributed by Design-Tex.
21. If you can't find a buyer for your used cases, donate them to Habitat for Humanity Restore.
22. If you are thinking about relighting your store with LEDs, don't forget to add a little fluorescent lighting over the diamonds. The phosphorescence in the bulbs renders diamond colour perfectly.
23. LEDs can be colour tuned now so that you could have 4000-5000 Kelvin colour temperature over diamonds & a warmer light over the coloured stones.
24. In your support spaces like vaults, bathrooms or offices, connect the light fixtures to an occupancy sensor.

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