

Kingswood Company introduces new products, colors

(COLUMBUS, Ohio) – The Kingswood Company, an industry leader in fine jewelry care products for 50 years, has announced new products and colors, designed to assist independent jewelers in creating unsurpassed customized solutions and packages for their discerning customers.

New at Kingswood are:

- Polishing cloths in a new cream color. The company's 4 ply polishing cloths contain a non-rouge cleanser, which does not scratch the surface. The chemically infused fabric is encased in 100 percent supple soft cotton to enhance the luster and shine. Also available in gray, the cloths are elegantly silk-screened in custom-printed colors – royal blue, black, evergreen, burgundy – and are provided in three sizes. Gold and silver ink, as well as black and other custom cloths are available for large orders.

- Vellum transparent envelopes are included with the 6" x 8" cloth. The Vellum envelope adds a special quality touch and allows the store's logo to remain visible. It is available in other sizes at an additional charge.

- A new jewelry solution color – Sweetheart Pink. Kingswood's surfactant-based formula, requires no rinsing or agitation and is lightly scented with lavender. Also available in Sapphire Blue and Emerald Green.

- A new cream-color jar with a cream or gold top and gold silk-screening, and a new clear jar with



a silver top and silver silk-screening. Clear jars are also available with gold or white tops and coordinating gold or white silk-screening. All containers can be ordered in 6-ounce or 4-ounce sizes, come with a clear basket and a brush, and feature Kingswood's signature silk-screen.

- In addition, The Kingswood Company provides its large accounts the ability for further customization by offering to match jars and lids with the company's colors and screened logo. This allows the national accounts to make their own statement of quality and exclusivity.

"Now customers have a wider selection of colors, containers and lids to create their own customized solutions, making it easier than ever for them to distinguish themselves from their competition and offering the most effective fine jewelry care products on the market," said Jane A. Roslovic, Director of Sales and Marketing for The Kingswood Company.

In addition to jewelry cleaner, Kingswood offers Gentle Cleaner for pearls and other fine jewelry; Silver Suds silver polish for jewelry, flatware, hollowware and other display pieces; Silver Cleaner for silver that needs to be cleaned before polishing; and Kingswood Concentrates.

The Kingswood Company, celebrating its 50th anniversary in 2006, is the industry's leading supplier of private label fine jewelry care products for independent jewelers worldwide. Its quick-turn, private-label business model enables jewelers to customize their own fine jewelry care package, utilizing a variety of colors, superior cleansing products and container sizes. The company is the only private-label jewelry care products manufacturer that is a member of the American Gem Society.

For more information, please call (800) 848-3582.

JA launches streamlined web site

Jewelers of America (JA) recently redesigned its web site, www.jewelers.org. The new, streamlined version allows for easier navigation and ordering of JA products and services.

The members only section of the site has been upgraded and features professional guidance, publicity resources, and an archive of JA publications. Whereas before each member store was assigned one password, the redesigned site now allows each staff person at a JA member store to have their own individual ID name and password. Because of the upgrade and new password registration system, members who had previously registered a user name and password will need to re-register.

Registering provides access to information on the site available only to JA members. Those registered and logged in will automatically receive preferred member pricing on JA products and services when they order online. Members will need their JA membership number to register online; those who do not know their membership number can

contact JA at (800) 223-0673 or members@jewelers.org.

"With a cleaner design and straightforward navigation, our new web site makes it easier to find news, information and education," said JA President and CEO Matthew A. Runci. "The redesign enhances what was already a very useful resource for JA members and the jewelry industry."

Information on JA's programs and initiatives can be found under four sections of the web site: Professional Development, which includes certification, seminars, in-store education, and other educational services; Business Building Tools, such as the Jewelry Accents credit card program and the Cost of Doing Business Survey; Promotional Resources, including the JA Tiara Program, community outreach seminars, and JA branding materials; and Public Affairs, which contains information on JA's political action committee and resources for consumer confidence issues.

For more information please visit www.jewelers.org.

Charles Winston launches brilliant color collection

(LOS ANGELES) – Following the successful launch of Charles Winston Couture diamond collection in 2005, Mr. Winston will debut his first color collection featuring blue topaz, citrine, amethyst, garnet, peridot and rhodolite garnet set in 14 karat gold and embellished with diamonds. Charles Winston is a fourth generation jeweler who, for the first time in his independent career, is design-

ing a collection in diamonds and precious stones under the label Charles Winston Couture.

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Ring photographed using the Desktop Studio.



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Charles Winston Couture embodies grace, glamour and beauty that emanates from the designer's own jewelry legacy. His color collection features exquisite designer details with masterful cut large center stones, sculptural settings, substantial euro-shanks and personal signature accents.

The collection includes sixteen pendants, earrings and rings in each of the six stones and is designed to be worn in sets or independently. The vibrant semi-precious gems range from 4 to 10 carats and each piece dazzles with between 1/2 to 1 carats in diamond

Charles Winston Couture is a designer license of Luxury by JB Diamonds, a division of JB Diamonds Group a Diamond Trading Company Sightholder and one of the largest and most respected manufacturers and distributors of polished diamonds and diamond jewelry in the world. Luxury by JB Diamonds has been specifically created to sell jewelry direct to the independent retailer and support the buy with full advertising, marketing and public relations services. The division is headquartered in Los Angeles.

Luxury by JB Diamonds brands include SoulMate, The Luxury Collection, Magnum and Charles Winston Couture. For more information please call (888) 274-3306.

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