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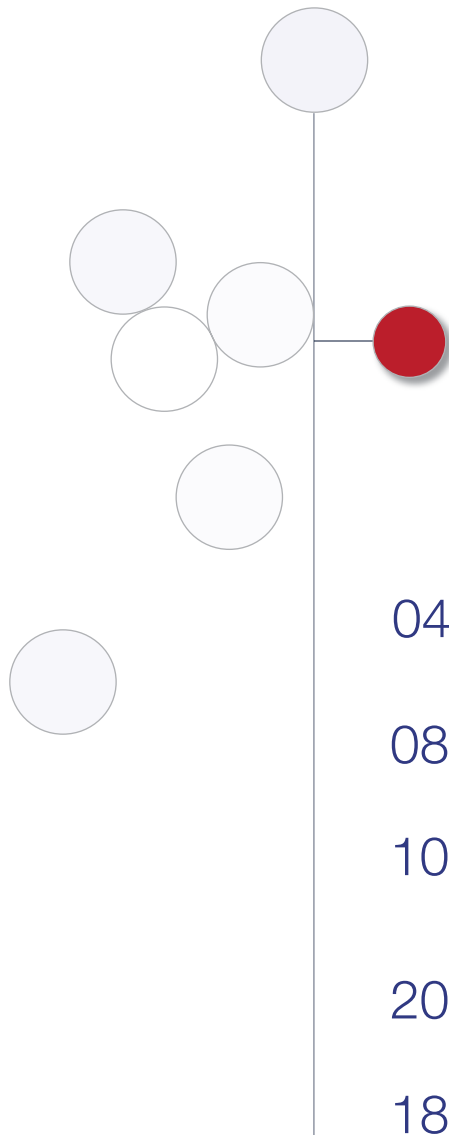
JCK'S EQUIPMENT, TECHNOLOGY, SERVICES & SUPPLIES PAVILION: YOUR ONE-STOP SHOPPING GUIDE TO BUSINESS SUCCESS

Buyers who visit the Equipment, Technology, Services & Supplies (ET&S) Pavilion at the JCK Las Vegas Show this year will find all of the latest equipment, software, supplies, displays, packaging and other critical materials that jewelers need to gain an edge in the marketplace.

The ET&S Pavilion – located on Level I in the Venetian Resort & Hotel – provides you with an unprecedented one-stop shopping opportunity to fulfill all your business needs. Some of the many essential tools that ET&S offers jewelers include:

- A comprehensive range of supplies and equipment to beef up your custom manufacturing and repairs.
- Cutting-edge displays and packaging that can improve your in-store presentation, strengthen your branding efforts and enhance your market presence.
- Innovative technology and software solutions that can ramp up your marketing efforts, better target your customers and improve your inventory management.
- E-commerce platforms that can take your online business to the next level – and also help you compete with larger Internet players.
- The latest security solutions to protect your business.
- Cost-cutting products and services to keep your business in the black.

ET&S serves the needs of jewelers large and small, upscale to mid market. In the current tough retail environment, cost-conscious buyers will find many offerings from this year's ET&S exhibitors that focus on helping jewelers improve their business efficiencies and increase sales while keeping expenses in line.



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Your one-stop shopping guide to business success.

08 Alphabetical Exhibitor Listing:

A quick reference of the companies participating in the ET&S Pavilion.

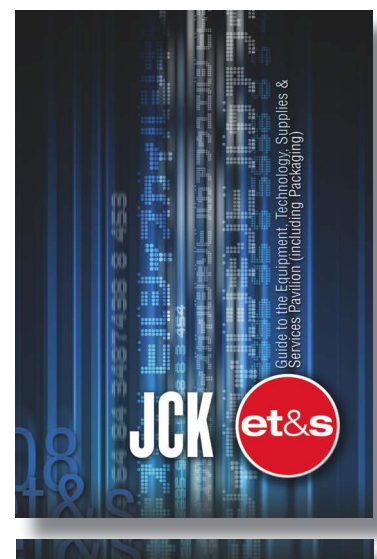
10 Exhibitor Profile Listing:

A detailed list of the companies exhibiting in the ET&S Pavilion, their product line, and contact information.

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New E-Commerce Systems Focus on Helping Stores Attract Online Customers

For bricks and mortar retailers, one of the major e-commerce issues they face includes finding better ways to draw online customers into their stores, and visa versa. However, buyers shopping the ET&S pavilion this year will find a wide range of solutions and resources to help them improve their online businesses, increase their online sales, and get online shoppers to visit their stores. For instance, Gemfind.net recently launched a consumer site, Gemfind.com, designed to draw online traffic back into the jewelry store. The site will be heavily promoted at the JCK Las Vegas Show.

According to Alex Fetanat, president, Gemfind.com offers online shoppers a chance to browse through a national network of diamond and diamond jewelry manufacturers, designers and retailers. Once customers find something they like from the extensive online inventory, they can either buy online or find a local jeweler where they can actually see the merchandise and try it on before buying. This not only brings more traffic into the store; it also gives jewelers a chance to sell these customers additional merchandise once they have them there. "Jewelry stores are losing market share to big online sellers like Blue Nile, and this will only increase if they don't do something about it," Fetanat said. "On their own, many retailers don't have the manpower and expertise to compete. But our new site pulls together the market for them, creates a safe environment and draws customers back into the store."

At EyesOnJewels.com, the site will use JCK Las Vegas to demonstrate its focus on addressing four key issues: improving local and vertical search functions to give consumers better ways to find merchants in their area that carry what they are looking for; offering the latest technologies to help drive online traffic; providing online customers with more engaging experiences; and developing "hybrid commerce" models that mix online and offline strategies for bricks and mortar operations.

"Instead of becoming more and more like online pure plays and having the online division acting as a separate unit, we're looking at leveraging the strategic advantages of the physical presence to win online business and visa versa," said Darius Vasefi, chief executive officer of EyesOnJewels.com.

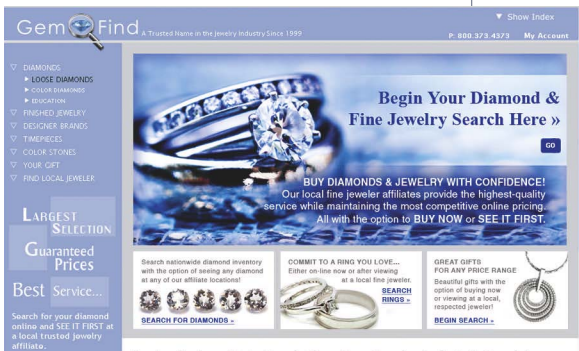


Image courtesy of GemFind.com

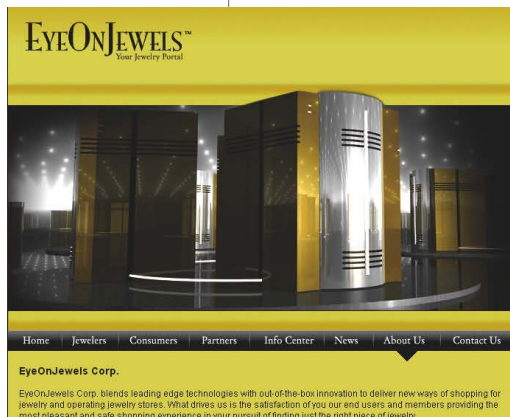


Image courtesy of EyesOnJewels.com

Jewelers Seek Software that Increases Efficiency in a Soft Economy

The sagging economy has prompted many jewelers to seek computer software solutions that allow them to operate more efficiently and do more business with less inventory, according to industry experts. This means reducing open to buy, paring down the number of vendors they work with, repricing merchandise to more accurately reflect skyrocketing gold prices, and other measures.

Buyers attending the ET&S Pavilion in Las Vegas will find software that helps them achieve these goals and much more, said Barry Kraft, vice president and co-founder of Application Systems Corp. (ASC). The key is to provide jewelers with software that pays more attention to their data, and offer the expertise to interpret that data and help them take action that improves their businesses, according to Kraft.

ASC will unveil at ET&S some new software solutions that address several key issues for jewelers, including adding more preferences for consumers; better tracking promotions; developing Internet-based loyalty programs; creating better e-mail and customer wish lists; and using ancillary functions such as repairs to become more service-oriented and more profitable.

"We're changing our software to allow jewelers to get contact information everywhere they can," Kraft said. "We're adding more preferences for consumers in how they want to be contacted, and tracking who responds to what. We're targeting the big push toward one-on-one marketing, customer loyalty, collecting more information from customers, and offering more services. Our main focus this year is helping jewelers figure out ways to add to the top line and get more data without adding more customers."

New Displays Offer Custom Looks, Textures, Shapes and Earth Tones

In the area of showcases, experts noted two key trends that buyers will see ET&S exhibitors address in Las Vegas this year: more of a push toward custom displays to differentiate yourself from your competitors; and a move away from whites and off-whites to more earth tone colors.

One way for retailers to present a more upscale, individual look and feel in their stores is through unique display colors and textures, said Berj Alexanian, a partner of Alex Velvet Inc. An increasing number of retailers are distinguishing their stores through modern, metallic, hammered looks in their display cases; textured styles like pebbles, basket weaves and etched materials; and a mixture of styles, shapes and sizes, Alexanian noted. This includes a big trend toward geometric shapes such as squares – but with a touch of fabric or texture added. Also, retail customers are going with a more "environmentally friendly" look by using earth tone colors in their displays, including lots of golds and browns, blues, greens and oranges, Alexanian added. To capitalize on this trend, Alex Velvet will introduce some new display colors at this year's ET&S Pavilion.



Image courtesy of Alex Velvet

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Jewelry Packaging Goes “Green”

The biggest trend in packaging this year matches the trend in displays toward “environmentally friendly,” experts say. Several ET&S suppliers have noted a strong interest in packaging that creates less waste and contains materials that will not harm the environment.

Pacific Northern has addressed this issue in a number of ways and will spotlight a range of new products at the ET&S Pavilion. According to Larry Johnson, senior vice president, the company has been working aggressively to develop paper substitutes with different levels of “green” benefits, such as bamboo and other recycled materials that have a “natural” look and feel. The company also has developed an environmentally friendly paper with seeds mixed into the material. It can be planted in the ground, and once it degrades, the seeds will sprout.

Pacific Northern also will highlight in Las Vegas its gift wrap sleeve and patented Snap Wrap, which allows jewelers to gift wrap a jewelry box very quickly at the sales counter. This packaging can be branded and integrated into the retailer’s marketing to create a high-impact presentation. The manufacturer also has a new folding paper bag that will save retailers space and money.

“The younger crowd is concerned with the ecological impact of packaging, and is looking to reduce waste from packaging,” Johnson said. “We pack all our products in environmentally friendly containers and we’re offering a number of new materials that satisfies this demand for environmentally safe packaging.” Another packaging trend involves retailers moving into higher end materials – but once again, with a “nature” theme. At A&A Jewelry Supply, there has been increased demand for real or synthetic wood mixed in with other upscale natural materials such as suede and leather, and these materials will be displayed prominently in Las Vegas, said Robert Adem, president. Adem noted that because much of this material is now manufactured in Asia, prices have come down considerably, making higher end packaging a better value than ever before – which is particularly important for jewelers in this uncertain U.S. economy.

According to Adem, the company also will use JCK Las Vegas to introduce easy-to-use printed labels for jewelry tagging, because jewelers are moving away from manual tags and want to display more professional looking printed tags, he observed.

More Affordable, Targeted Equipment for Jewelers

Financial concerns have had a major impact in the equipment market as well. ET&S equipment manufacturers noted that jewelers are looking for more economical products to fulfill their needs this year.

Buyers will find plenty of lower cost alternatives at the ET&S Pavilion. For instance, Sy Kessler Sales is offering a number of new products geared to providing jewelers with high quality equipment at great prices. This includes the company’s GemOro line of affordable microscopes, ultrasonics and electronic scales; a new line of affordable diamond and moissanite testers; a new line of jewelry steam cleaning machines that sell for \$250; and a patent pending machine that combines a steam cleaner with an ultrasonic cleaner, merging these two steps for jewelers – which saves them space in the shop, as well as money (available for about \$250).

“It costs the average jeweler about \$1,000 to buy a cleaning machine,” said Danny Kessler, one of the owners of the company. “Also, most are manufactured for the dental industry. We design these products targeted just for the jewelry market. We give jewelers what they need, as opposed to more than they need, and at a price they can afford.”

Sy Kessler also will unveil in Las Vegas a line of consumer steamers to give retailers an add-on sale opportunity at the jewelry counter; an affordable line of loupes with comparable quality and features to the more upscale models used by gemologists (and at about one-third of the price); and other related products.



Image courtesy of Cutler



Image courtesy of Renata

Sy Kessler, the North American headquarters for Renata Batteries of Switzerland, also will introduce at ET&S its new watch battery organizer display label sets. Each label features key cross-reference information, voltage, dimensions, drain, and a new "popularity scale." According to Henry Kessler, who manages the Renata division, the product makes it easier for jewelers to keep track of "which battery types you never want to run out of while avoiding the possibility of becoming overstocked on slow-moving types." Again, the theme is to help jewelers operate more efficiently in a tight retail environment.

The company also will use Las Vegas to introduce its new Renata "traffic poster." The new poster fits easily onto a wall, counter or the backside of the watch battery organizer display when facing the consumer. Sy Kessler's market research has found that jewelers who promote their watch battery replacement service typically sell more watch batteries, charge more, and generate 17% more store traffic, according to Henry Kessler.

Findings Manufacturers See Demand Rising at High and Low Ends

Meanwhile, in the findings sector, the market is moving in two directions, experts observed. First of all, the high-end market is still relatively healthy, despite the economy and astronomical gold and platinum prices. This means that demand for findings for bigger, more expensive jewelry pieces is still going strong, said Adem of A&A Jewelry Supply.

However, Adem also noted that many cost-conscious jewelers are moving in the opposite direction as well – they are looking for findings for more affordable jewelry pieces. This means that findings suppliers like A&A have seen an upsurge in demand for silver and gold-plated findings, and A&A will introduce several new lines in these materials at the ET&S Pavilion this year.

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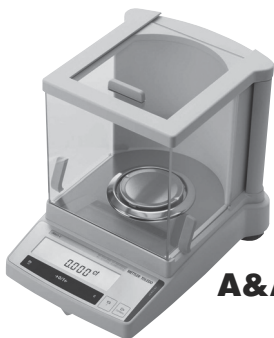
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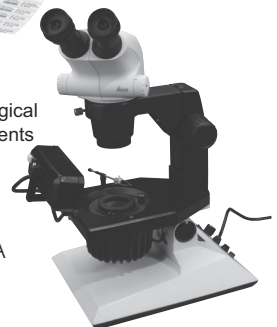


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 VISION NUMERIC USA INC..... ETS 62610

A

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 A3DM - TechForm ETS 60300
 ABBOTT JEWELRY SYSTEMS, LLC /
 THE EDGE ETS 60208, 60607
 ADV ADVERTISING /
 OZGUNAYDIN ADVERTISING ETS 62309
 ALEX VELVET, INC. ETS 60509
 ALFA BOX CORPORATION. ETS 61308
 AMERICAN JEWELRY SUPPLY. ETS 61104
 APPLICATIONS SYSTEMS CORP. ETS 60308
 ARCH CROWN, INC. ETS 60210
 ARMS ETS 61508
 ARTCO GROUP ETS 62201
 ARZOSOFT ETS 62503
 ASC /
 APPLICATIONS SYSTEMS CORP. ETS 60308
 AU ENTERPRISES. ETS 61306

B

B & D SALES CORPORATION ETS 60405
 BAKER STORE EQUIPMENT ETS 61403
 BAR INSTRUMENTS. ETS 61009
 BATES DISPLAY & PKG. CO. ETS 61001
 GEBR. BRASSELER GMBH & CO. KG. ETS 62409
 BRILLIANT DIAMOND CLEANER /
 BRILLIANT RESTORER ETS 61207
 BUFKOR INCORPORATED ETS 61201
 BUSINESS COMPUTING, INC. ETS 62105
 BUSINESS MIND GEM &
 JEWELRY SOFTWARE. ETS 60004

C

CADBLU. ETS 61609
 CASTING HOUSE ETS 62604
 COMPULINK. ETS 60109
 CONTENT DELIVERANCE ETS 62109
 CRAFTORD-LASERSTAR®
 TECHNOLOGIES ETS 60600
 CUTLER DISPLAY & PACKAGING. ETS 61107

D

DAVID H. FELL AND COMPANY, INC . ETS 61500
 DCIT (DATA CONCEPTS) ETS 60004
 DGLA. ETS 62507
 DIAMOND GRAPHICS ETS 62505
 DIAMOND PROMOTION MASTERS, LLC . ETS 61308
 DISCOUNT JEWELRY TAGS. ETS 62509
 DOUBLE SNAP / M.A. BRUNER & SONS . ETS 62104
 DUVENJIAN GRAPHICS. ETS 61200

E

EASTERN LIGHTING INC. ETS 61105
 ECONO-LITE PRODUCTS, INC. ETS 60613
 THE EDGE BY ABBOTT JEWELRY
 SYSTEMS LLC ETS 60208, 60607
 ED'S BOX & SUPPLY CO. ETS 61208
 ELL ENTERPRISES, INC. ETS 60401
 ELMA GERMANY ETS 62405
 EMPIRE SAFE COMPANY, INC. ETS 61311
 EURICASE ETS 62200
 EXECUTIVE MANAGEMENT SYSTEMS /
 EXECUTIVE JEWELLER ETS 62107
 EYEONJEWELS CORPORATION. ETS 62504
 EYESON DIGITAL /
 ROSENTHAL JEWELER SUPPLY ETS 61406

F

FARRINGTON PACKAGING / MELE. . . ETS 62209
 FILE-A-GEM, INC. ETS 61410
 FOCUS BUSINESS MANAGEMENT
 INSTITUTE ETS 61607
 FOX GERMANY. ETS 62409
 OTTO FREI. ETS 60406
 FRUCHTMAN MARKETING ETS 61304
 FUTURE DESIGNS BY LAHIJANI ETS 62002

G

G.S. LABORATORIES OF AMERICA, INC. . ETS 62305
 GABRY PACKING ETS 62400
 GEM PAK, LLC ETS 61101
 GEMEX SYSTEMS ETS 62101
 GEMFIND.NET ETS 61401
 GEMVISION ETS 60501
 GENIUS PLASTIC OPTICAL FIBER
 INDUSTRIES. ETS 62100
 GENSTAR TECHNOLOGIES CO INC . . ETS 62401
 GEORGI SABOUNJIAN. ETS 62606
 GESSWEIN & CO., INC. ETS 60305
 GRAVOGRAPH ETS 62506
 GRICE SHOWCASE & DISPLAY MFG . ETS 61209
 GRID 3 INTERNATIONAL. ETS 60304
 GUILD JEWELER SOFTWARE
 SOLUTIONS ETS 62010
 GUNTHER MELE PACKAGING, INC. . . ETS 61303

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 HARWOOD'S MIAMI SAFE ETS 60500
 HAWK IMPORTERS, INC. ETS 62601
 HERAEUS PRECIOUS METALS MGT /
 REFINING DIVISION ETS 62205
 HESSLER FORMS & LABELS ETS 60002
 HONG KONG TRADE
 DEVELOPMENT COUNCIL ETS 62005

I

IMAGE PACKAGING. ETS 61611
 IMAGEM INC ETS 62204
 INCOM TECHNICAL SOLUTIONS ETS 62206
 INTERCEPTFT. ETS 62208
 INTERCOM PACKAGING (USA) INC. ... ETS 61502
 INTERNATIONAL PACKAGING
 3CORPORATION ETS 60201
 INTERPAK COMPANY ETS 60205

J

JEWEL CASE CORPORATION ETS 62502
 JEWELRY COMPUTER SYSTEMS, INC. ... ETS 61405
 JEWELRY DISPLAY, INC. ETS 61006
 JEWELRY PAK INC. ETS 62508
 JPI INC ETS 62410

K

KASSOY ETS 60001
 SY KESSLER SALES, INC. ETS 60604
 KITCO METALS INC ETS 62605
 KND INDUSTRIES CO., LTD. ETS 62403

L

LABYRINTH BUSINESS SOLUTIONS,
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 LANDA INTERNATIONAL, INC. ETS 61600
 LASERSTAR® TECHNOLOGIES. ETS 60600
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 MINGFENG (USA) PACKAGING INC . . ETS 62301
 MODEL MASTER ETS 60609
 MPI SYSTEMS, INC. ETS 60403

N

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 NATIONAL BOX & DISPLAY, INC. ETS 61308
 NK NEWLOOK STORE FIXTURES. ETS 62308
 NOBLE GIFT PACKAGING ETS 61501
 NOVEL BOX ETS 61005
 NUMACO PACKAGING LLC ETS 61402

O

O.R. LASERTECHNOLOGY, INC. ETS 62108
 OGITECH ETS 60603
 ORION JEWELRY WELDERS ETS 62311

P

PACIFIC NORTHERN, INC. ETS 61407
 PEASE & CURREN ETS 60111
 PERFORMANCE CONCEPTS /
 FRUCHTMAN MARKETING ETS 61304
 PORTE MARKETING GROUP / BIG. . . ETS 60404
 PRECISION DISPLAYS & TOOLS ETS 62111
 PRESENTATION BOX & DISPLAY ETS 60205
 PROGRESS MACHINE & TOOL CORP. . . ETS 60407
 PROTECTIVE TECHNOLOGIES ETS 60510

Q

QUANTUM LEAP
 SOFTWARE SOLUTIONS ETS 61008

R

RAGAR COMPANY, INC. ETS 60301
 RDL MARKETING GROUP, LLC ETS 62106
 RIO GRANDE ETS 60101
 ROFIN-BAASEL INC. ETS 60507
 ROMANOFF INT'L SUPPLY CORP ETS 60400
 ROSENTHAL JEWELER SUPPLY /
 EYESON DIGITAL ETS 61406
 ROYAL GEM COLLECTION. ETS 62110

S

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 TECHNOLOGY LIMITED. ETS 62404
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 SASSOUNIAN MACHINES &
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 SOUTHERN CALIFORNIA SAFE CO. . . . ETS 61301
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 STORE DESIGN & FIXTURING ETS 60508
 STULLER TOOLS ETS 60007, 60008
 SUNSTONE ENGINEERING CO. ETS 62311

T

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 CASTING TECH.- A3DM ETS 60300
 TECNO DISPLAY. ETS 62011
 TI - RESEARCH ETS 62407

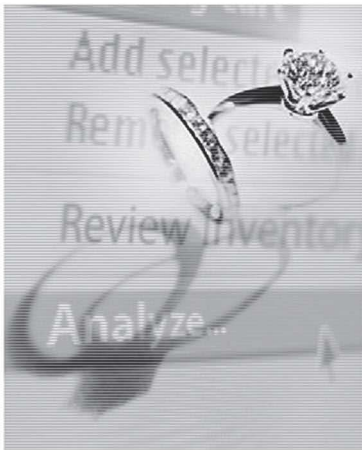
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UNITED PRECIOUS METALS ETS 60310
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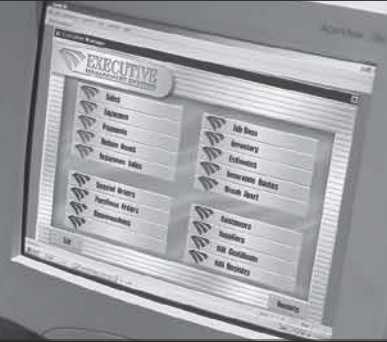


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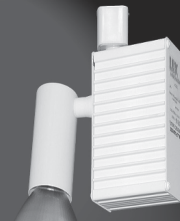
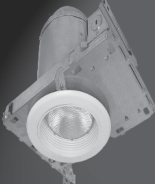
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*Please see under "O", Orion Jewelry Welders for
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List Accurate as of April 1, 2008



Exhibitor information is accurate as of April 1, 2008.
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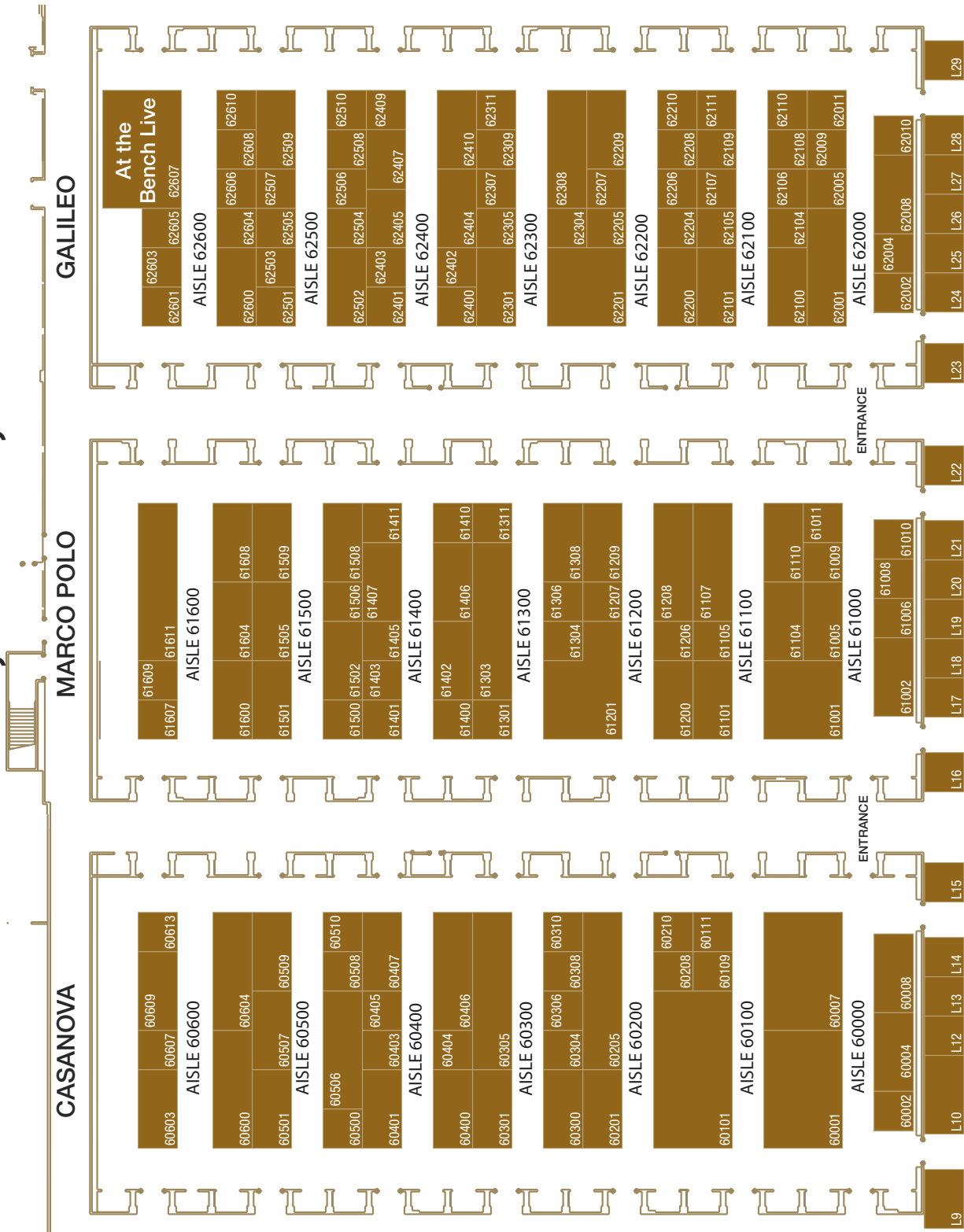


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“We’re JCK Readers...”

The Green brothers of Connecticut – CEO & president John (left) and vice chairman Marc (right) – are *JCK* readers, and we’re thrilled that they are.



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The Greens feel a special kinship with *JCK*, as both are over 100 years old. *JCK* was a spry 29 years old when Lux Bond & Green was founded in 1898.

To quote John, “Since 1869 and 1898 both *JCK* and LBG have been committed to the jewelry industry. We have helped to raise the bar, educated the industry, changed with the times, and, most importantly, given back to our industry and communities. Cheers to the next 100 years in leading the jewelry industry to greater heights.”

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Both Marc and John are deeply involved in industry organizations, including Jewelers of America (John is chairman-elect), the executive committee of the Jewelers Vigilance Committee, and a host of other important associations like JIC, JSA, MJSA, AGS, CJRP and more.

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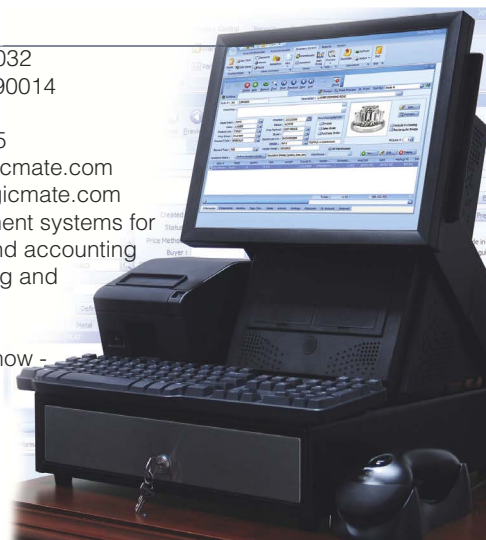
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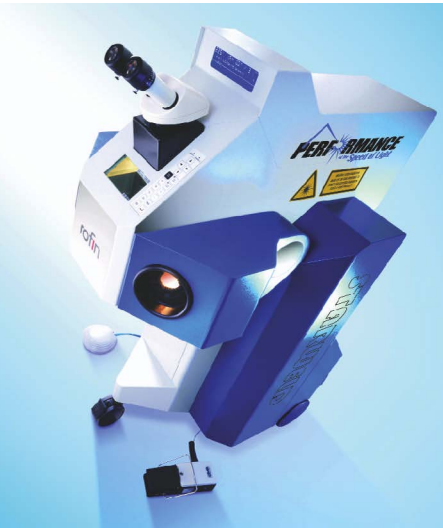


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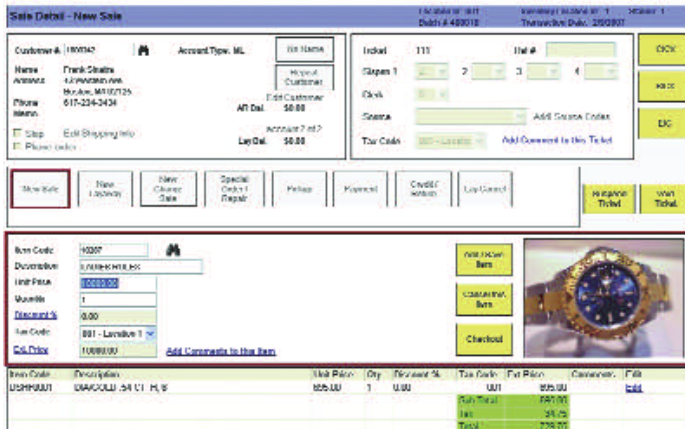
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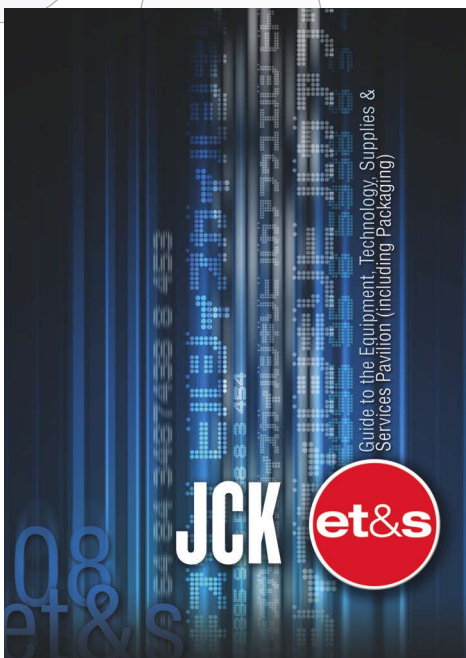
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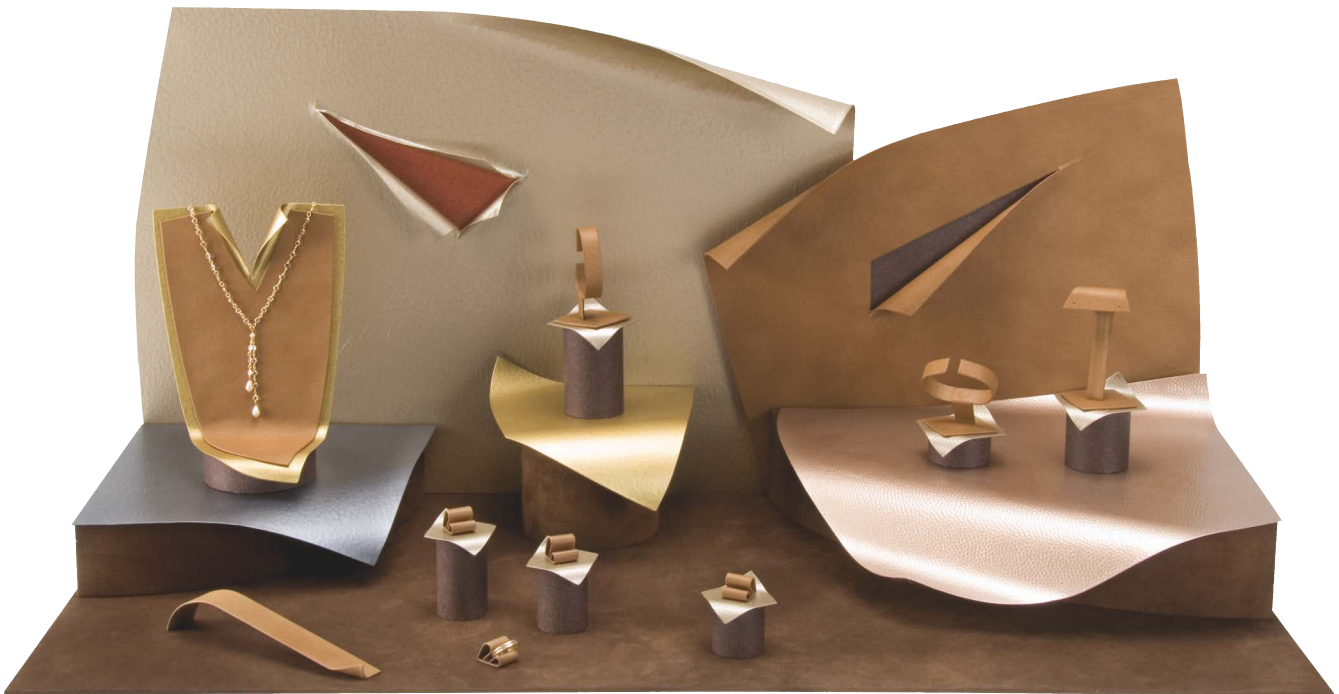
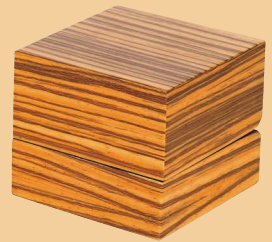


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