



◀ weld done

For all you tool heads, **Esslinger** has developed the **PUK 111** spot welder with loads of handy features. Leading the list is the ability to produce welding points from 0.7mm to 2.0mm in diameter. Low heat means bench jewelers can actually hold the piece they're working on in their hand — not to mention allowing users to work close to set gemstones. The basic unit includes an automatic spot welder with hand-piece, a welding table, 10 electrodes, soldering tweezers and a diamond grinding wheel. For more information, call Esslinger & Co. at (800) 328-0205.

sizes in seconds ▶

No doubt, it's *cool* to have state-of-the-art gadgets in your store. For instance, imagine the look on your customers' faces when you use the **Ringmeter**, the first digital unit for determining ring sizes. No more fumbling around with ring wands or sizers. Simply slip the Ringmeter's plastic ring on a shopper's finger, press a button and, viola! You have an exact finger circumference in seconds — plus one pretty impressed customer. For more information, call **SEP Tools** at (800) 551-TOOL (8665) or (312) 541-4554.



◀ clear thinking

PPG Industries has introduced **Solarban 60 Starphire** architectural glass. The new glass product combines Solarban 60, a long-lasting UV protection layer, with Starphire ultra-clear glass. Together they make for an archi-

tectural glass product which offers truer and more brilliant glass for your exterior store display windows. And, not only will your jewelry look better, so will your heating and A/C bills. A one-inch insulating glass unit blocks 60% of heat energy and more than 80% of UV rays, while allowing 73% of visible light to pass through. For more information, call (888) PPG-IDEA (774-4332).

SERVICE SHORTS

make your business even better

TRADING WATCHES: If you want to accept watch trade-ins but don't want to carry used inventory, go to *TradeInWatches.com*. Simply complete the online authorized dealer form. Jewelers can then use the company's online trade-in request form to determine a price quote for a particular watch model. The used watch is then shipped to TradeInWatches.com at the company's expense and the jeweler is paid the stated price quote. For more information, visit www.TradeInWatches.com or call (626) 797-5420.

FANCY GRADES: After five years of research, the **AGSL** (*American Gem Society Laboratories*) will begin cut grading for fancy shape diamonds. Starting in the first quarter of 2005, the AGSL will begin with cut grading of princess cut diamonds. For more information, call the AGS at (702) 255-6550.

SOFTWARE VELOCITY: *RightClick Velocity* from *Wise Choice Software* is a store-management software package with abilities ranging from generating detailed customer profiles and printing receipts to producing appraisals and writing checks to vendors. Payment options include an outright purchase price of \$2,895, eight monthly installments of \$500 or as a monthly subscription for \$95. For more information, visit www.wisechoicessoftware.com.

GOING PLATINUM: *The Platinum Guild International (USA)* has moved its Platinum Catalog online. For helpful marketing and sales tips, as well as an array of inexpensive (or even free) promotional materials, go to www.platinumguild.com then click on the PGI USA link.

MORE SERVICES

▶ **Promoting Lieberfarb:** Jewelry manufacturer Lieberfarb has uploaded its new postcards and brochures highlighting their latest jewelry creations. Go to www.lieberfarb.com and click on the "View Our Brochures" link. Complete a small online form, and off you go. For a hard copy of the brochure, call (800) 631-7898.

▶ **Grading Reports:** GemEx Systems and EGL-USA have joined forces to offer Combined Diamond Grading Reports. GemEx's Brilliance Scope spectrophotometer technology meets EGL-USA's lab grading prowess to provide clients with consumer-friendly light performance reports. Call GemEx at (262) 242-1111 or EGL-USA at (212) 730-7380 for more information.

▶ **In the mail:** PostcardMania offers a new service called JetMail. The postcard and direct mailing company can now handle all of your direct mailing needs in addition to postcard promotions. For more information, call (727) 442-6440.

MONTHLY SALES SURVEY

Were your sales in September better than the same period last year?

BETTER

43%

WORSE

36%

ABOUT THE SAME

21%

TOTAL RESPONSES: 61

To join Instore's Professional Retailers Panel, email us at editor@instoremag.com