



RJC unveils its ethical standards

2009 finally sees the launch of a set of global standards aimed at delivering a more ethical gold and diamond jewellery supply chain.

The Responsible Jewellery Council (RJC) - the new trading name for the Council for Responsible Jewellery Practices - has finally, after a three year gestation period, published the comprehensive set of standards against which its members will be audited. The aim of the standards is to ensure Responsible Jewellery Practices amongst companies across the gold and diamond supply chain.

The RJC is optimistic that by the middle of 2009 suitable independent auditors will have been selected and trained to maintain these standards and the first audits will be underway by the end of the year. All current RJC members must complete their audits by the end of 2010, when they will be able to call themselves a "Certified Member of the Responsible Jewellery Council", and to use the Council's distinctive new logo as an endorsement on their corporate literature and in their marketing activities.

The "Core Implementation Documents" against which members will be audited were released in December 2008 and can be downloaded from the RJC website at www.responsiblejewellery.com. These cover some 21 areas where companies will have to document and evidence effective compliance policies. Topics

covered include Business Ethics, Human Rights as well as Social and Environmental Performance. Members are required to study the codes and guidance notes before completing a self assessment document, which is then sent to the accredited auditor of their choice. Action points will be agreed with the auditor to fill any gaps in performance and when these actions have been completed the company will be officially audited. The ultimate aim of RJC is to create a global community of jewellery retailers and suppliers who can meet the standards set by the Council thus providing reassurance to consumers that their products are from an ethical supply chain.

BJA assistance

Geoff Field, chief executive of the British Jewellers' Association, a long-term member of the RJC, told JIB that the need to have their policies and performance verified by an external auditor will be tough for the UK's jewellery producers and retailers, especially smaller businesses. "Many companies will need to undergo training and preparation for audit and the BJA is planning to work closely with its members who have joined the Council to help them achieve certification," he says.

Already 85 of the top names in the global jewellery industry have

signed up with the RJC, and participants include four of the biggest UK retail chains, one of which has already advised all of its suppliers that they need to become certified RJC members if it is to continue buying their goods.

Field also commented that the RJC is also taking a lead in the mining sector where disparate pressure groups have been slow to agree codes of practice. "RJC is now developing its own standards for mining specific issues, which will be added to the RJC standards when complete," he explained.

Enquiries about membership of the RJC should be made to Kelly Greenhalgh, Administrative Services Co-ordinator, Responsible Jewellery Council, 1st Floor, Dudley House, 34-38 Southampton Street, London, WC2E 7HF.

T: +44 (0)20 7836 6376.

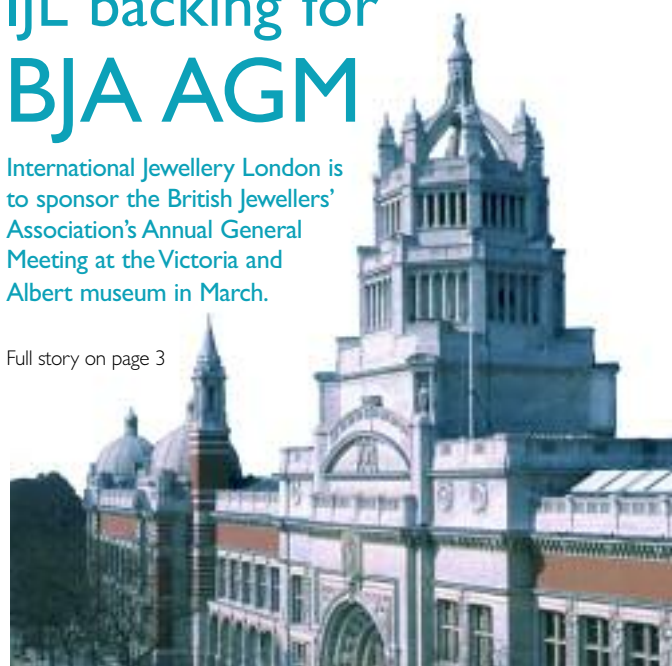
E: kelly.greenhalgh@responsiblejewellery.com

For details of how the BJA may be able to help your company get to grips with the new standards please contact Geoff Field on 0121 237 1111 or email geoff.field@bja.org.uk

IJL backing for BJA AGM

International Jewellery London is to sponsor the British Jewellers' Association's Annual General Meeting at the Victoria and Albert museum in March.

Full story on page 3



CHAIRMAN'S CHAT



By the time this issue of *Jewellery in Britain* reaches you, you will - at least if you are anything like me - perhaps already be losing interest in all those worthy New Year resolutions you made to eat and drink less and walk more! So I'd like to suggest a further resolution for 2009. This one won't slim your waistline or reduce blood alcohol levels, but it is very easy to stick to and it will undoubtedly aid the health of your business! Join the BJA.

Belonging to the BJA - if you use your membership to full advantage - will save you money and provide a whole raft of support services. You'll get a discounts at the major trade shows and access to a range financial and debt collection services as well as credit-risk information, to say nothing of added perks such as free legal advice. You also get the help and support of our expert team and their professional advisors.

There are some great new services for the new year and exporters will be delighted to hear that we have linked up with Birmingham Chamber of Commerce to offer terrific discounts on carnets. We use this service ourselves and I can highly recommend its speed and efficiency and the high level of customer service and advice it provides.

As you receive this issue, The Jewellery Show at Spring Fair will be almost upon us. A list of the many BJA members who will be exhibiting at the show is included. These companies offer retailers the added security and endorsement that membership brings and I know that without exception they will have gone to considerable effort to create exciting new lines for the new season. I do hope that as many retailers as possible will attend the show to see what's on offer and look out for the BJA membership signs.

When times are tough it is the new and the innovative that sells and working together with your suppliers to excite and tempt the consumer to spend is undoubtedly the way forward.

The BJA team (Stand Hall 17, B35) many of my fellow committee members and I (Stand Hall 18, B19) will all be at the show. We look forward to seeing you there.

Barrie Dobson
E: chairman@bja.org.uk

New service brings big savings on export ATA CARNETS



Jewellery exporters look set to benefit from substantial discounts on their Carnets. These International customs documents are required for temporary duty-free import of goods into and out of countries outside the EU, without posting a bond for their assessed duty. The savings come thanks to a deal between the British Jewellers' Association and Birmingham Chamber of Commerce.

The new service is open to all members of the BJA, whether or not they are members of the Chamber, and reduces the price of each carnet purchased during 2009 by over £100 from £261 per document to just £158.

"This is a brilliant saving for all our members who sell and exhibit overseas," says BJA chairman, Barrie Dobson, whose London-based company IBB is already using the service. Adding: "For regular exporters such as ourselves the saving in price, coupled with the user-friendly and fast service we receive is a real bonus. It will be particularly useful

for those attending the Basel Fair which, because it is outside the EU, often catches out first-time exhibitors."

Export documentation is notoriously complex and time-consuming, but as Sukie Duhaney of Birmingham Chamber of Commerce explains, her expert team make the whole process as stress-free as possible and are always on hand to offer advice and information on topics such as 'Ports of Entry and Exit'. "We do as much for our customers as we possibly can. All they have to do is to fill out our special 'template' which is sent to them as an Excel Spread Sheet and is designed to ensure that all the referencing criteria are met as simply as possible," she told JIB.

Carnets can be available from the Chamber between one and three hours from receipt of the completed templates. For further information contact Sukie Duhaney at the Chamber on 0121 454 6171.

February finale for Mentoring Matters

'Mentoring Matters' the year-long business development programme, successfully delivered by Palmer Hamilton Partnership and Aldyth Crowther as part of the Jewellery Sector Industry Project, ends with a flourish later this month.

The project is to stage a gala event at the Design Council in Covent Garden on 26th February, 2009. This will not only showcase work produced by the 20 participants but will also provide a networking opportunity where

mentors and mentees will meet with invited industry VIPs and the media as well as gallery owners and retailers.

The project provided each of the London-based designers taking part - all of whom had graduated within the past three years - with fifteen hours contact with the project's mentors, who included such well-known names as Olivia Schlevogt, Alex Monroe and Lisa Chambers as well as the BJA's Lindsey Straughton.

"Being able to interact with their mentor or mentors on a one-to-one basis on topics such as branding, manufacturing, marketing and product placement was a great help to the mentees and we know from the very positive feedback we have received that it has really helped all concerned to move their businesses forward," says Paulene Hamilton.

Ring by Francesca Sibylla Augusta FSA



Super Federation Formed

The British Jewellery, Giftware and Finishing Federation (the umbrella organisation of which the BJA is a part) is to join forces with the British Home Enhancement Trade Association (BHETA) to form what is being described as a powerful 'super federation'.

BHETA will move from its current premises in Northampton to the BJGF's offices in Birmingham. The super federation will be renamed in due course and its future branding and strategy will be announced shortly. Speaking about the merger, David Metcalfe, vice president of the BJGF said: "This forward thinking initiative will bring critical mass to two trade associations that already have a formidable track record at effectively representing their members."

IJL backing for BJA AGM

(continued from front cover)

There will also be the opportunity to view the spectacular new Jewellery Gallery at the Museum which was opened in 2008 after a huge refurbishment project sponsored by Judith and William Bollinger, after whom it is named.

Speaking about IJL's involvement, Event Director, Syreeta Tranfield said, "IJL is far more than simply the show at Earl's Court each September. We see our role as being integral to the workings of the jewellery community and are glad to be able to work with our colleagues at the BJA to present events such as this which are of real benefit to the industry at large."

Support welcomed

The support provided has been welcomed warmly by Geoff Field, CEO of the BJA. "We are grateful to Syreeta and her team for backing this event and

helping us to provide what promises to be a most interesting and informative day for those who attend."

Guest Speakers

Sarah Sevier, head of buying and product development at V&A Enterprises, who is responsible for the Museum Shop's contemporary jewellery collection will speak at the event as will Nicholas Humphrey Smith, MD of Ancestors Group, the Dover-based historical merchandise company, which has a licence to produce fine and costume jewellery inspired by the V&A's Collection. Ancestors works closely with BJA member Pranda, which has an affiliate licence to sell the jewellery produced under the agreement.

Mr Humphrey Smith told JIB that this collaboration has now produced some 500 different designs in a range of materials



including gold, silver and gemstones as well as mother-of-pearl, gold foil, pewter and Swarovski crystal.

"We have something for everyone from those in their late teens to great grandmas," he says.

The licensed jewellery range is being heavily marketed and is for sale through QVC both in the USA and the UK, as well as a Japanese shopping channel. It is also available online through Amazon. British retailers can buy into the brand through Pranda who will be exhibiting it at the forthcoming Basel and Vicenza shows.



BJA chief executive Geoff Field (third right) with IJL event manager, Syreeta Tranfield (second right) group event director, Chris Hartley (fourth right) and other members of the show team (Sarah Sutcliffe, Claire Guild, Holly Burgess, Sarah Hicks and Julia Paynter). This year's International Jewellery London will take place at Earls Court 2 from 6 - 9 September. For further information www.jewellerylondon.com

Grants for JCK Las Vegas

Grants of £1400 are now available to eligible UK companies wishing to exhibit at JCK Las Vegas 30 May - 2 June, 2009. This prominent US show at the Venetian Resort Hotel Casino attracts some 20,000 of the world's top jewellery retailers. Those interested in exhibiting on the UK pavilion should contact Taran Thabal at the BJGF Federation on 0121 237 1115 or visit www.jcklasvegasshow.com



Having a Ball

Members of the BJA's National Committee and representatives from many of its member firms - including Cookson Precious Metals and Domino Weston Beamor - who were major sponsors of the event) were amongst the 170 guests at this year's Jewellery & Giftware Ball. The event, which raises funds for 'The Benevolent Society' the industries' registered charity, was a great success with guests much enjoying the cabaret provided by 'Incogneto' a group of three tenors and dancing to the live band 'Breeze'. Full details of the takings are not yet available but the raffle, £500 prize draw and after dinner auction alone raised £4,100 on the night.

Changes are afoot for the JIB

The British Jewellers' Association has announced its intention to change the publishing format and frequency of this magazine.

Jewellery in Britain will now have just two issues a year in February and September to coincide with the UK's two major jewellery shows. The magazine will continue to be distributed with *Retail Jeweller* and to be edited by Mary Brittain.

New content

The content and look of the magazine is also set to change, with even greater emphasis being placed on news from the production/supplier side of the industry and on achieving greater input from members of the Association. There will also be more in-depth features on technological developments,

pertinent legislation and business issues of particular interest to jewellery companies at all levels of the supply chain.

Press Point

To compensate for the loss of the Spring and Winter issues, the BJA is to step up the level its email correspondence with members and will be encouraging greater use of the popular 'Press Point' section of its website for the dissemination of new product information and company news.

Visit www.bja.org.uk for further information.



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Services and Discounts for everyone in the jewellery trade

In a tough financial climate belonging to the British Jewellers' Association really makes sense. Membership is open to companies across the supply chain and whether you are a progressive jewellery retailer, a designer maker, an internet trader, a service provider or a jewellery supplier, joining will provide real and tangible benefits to your business.

Save money

- Members receive discounts on stand space at major UK trade exhibitions.
- Group-rate credit card transactions through Streamline.
- Postage – our discounted rates with G4Si lead to savings on insured parcels.
- Free legal, health & safety and employment helplines.
- Our bulk buying power provides an attractive Private Health Insurance policy for you and your staff.
- On export Carnets



Increase sales

- Appear on our B2B or consumer-facing web pages and dramatically improve your search engine rating, while driving customers to your business.
- Our logo provides evidence of your commitment to the BJA's Code of Ethics, reassuring customers.
- Design and hosting of low-cost, e-commerce websites.
- BJA's expert staff field product enquiries and recommend potential suppliers.
- The BJA logo card on your stand at major trade events provides a visible endorsement of your business and reassurance to your customers.



Protect your business

- Specialist insurance brokers offer security and savings.
- Free legal advice line provides assistance with staffing matters, issues with agents, and commercial law.
- Specialist Health and Safety advisors assess your company's risks.
- Our 'Copywatch' legal service protects all areas of your intellectual property.



Improve cash flow

- Receive a 25% discount on credit checking through Experian
- Our foreign exchange brokers can save you money on overseas payments and reduce bank charges.
- The BJA's Confidential Credit Letter highlights customers who are slow payers.
- Maximise your working capital with member savings on invoice factoring.
- Our debt collection service provides a cost-effective and speedy way to keep on top of slow payers.



Boost your publicity

- Use the BJA Press Point service to get your press releases to accredited journalists.
- Your entry on our website considerably raises your Google ranking.
- Banner advertising on the BJA's website guarantees hits to your own site.
- Benefit from discounted professional photography sessions and PR advice.



Have a voice and...

The British Jewellers' Association is in regular contact with UK and EU government, and with key influencers in jewellery bodies around the world. Being a member ensures that you have a voice and are kept fully informed about the macro decisions that impact on the industry at large. You can rely on us to keep you one step ahead with pertinent information and to provide guidance notes on all ethical issues and on any changes to legislation that will affect your business.

...keep up-to-date



To join us

BJA subscriptions vary according to the number of people employed and the nature of your business. The starting rate for annual membership is £148 + VAT. To receive your Membership Application Pack visit the BJA Stand at [Spring Fair Birmingham Hall 17, B35](#) or telephone Diane Thomas on 0121 237 1110. www.bja.org.uk

Federation House, 10 Vyse Street, Birmingham B18 6LT



Facing the Worst

In the current financial climate an increasing number of employers are faced with the need to reduce costs in order for their businesses to survive. Louise Westby of Steeles Law LLP examines the legal implications of lay offs, short-time working and redundancy.

One of the worst aspects of any recession is that skilled men and women, through no fault of their own, may either face redundancy, have their hours reduced or be put on short-time working.

Short time working and lay offs

In legal terms, a lay off occurs when an employer does not require an employee to come into work for a period of time, does not provide any work and does not pay the employee. Short time working, on the other hand, is a reduction in work which results in the employee's weekly salary becoming less than half a week's pay.

In order for staff to be laid off or put on short time working, there must be a term allowing for this in their contract of employment. If there is not, and such action is implemented, the employer will be in breach of contract and exposed to a number of potential claims.

Short-time working and lay-offs should therefore not be entered into without seeking legal advice, as there is a complex procedure that must be adhered to and, in certain situations, the employee may claim a redundancy payment. There are also restrictions on the length of time for which an employee may be laid off or subjected to short-time working.

Reducing working hours

If an employer cannot provide enough work for its employees (including its outworkers who may work elsewhere but have employment contracts with the employer), and wishes to reduce their contractual working hours, this will amount to a change to their terms and conditions of employment.

There are three ways in which terms and conditions can be changed. The best option (but often the hardest to achieve) is to consult and get the

agreement (in writing) of employees. Another option is to impose the changes unilaterally without consent but this is inadvisable as it can expose the employer to a claim for unfair dismissal.

Finally, the employer can terminate the existing contracts of employment (giving the required notice) and offering immediate redeployment on the new terms. An employer must have a sound business reason for doing this if they are to avoid successful unfair dismissal claims. Each option has its own complications and legal advice should be sought before proceeding.

Redundancy

A redundancy situation will arise where there is a business closure, a workplace closure or where there is a reduced requirement for employees. It is important that certain procedures are followed. Remember that a redundancy is a dismissal and must be carried out fairly. It is therefore essential to follow the recognised three-step statutory dismissal and disciplinary procedures:

- a letter inviting an employee to a meeting;
- a meeting; and
- a right of appeal.

These procedures will be removed some time during 2009, but for now continue to apply. It is easy to fall foul of them, and advisable to seek legal advice.

Consultation

Consultation is an essential part of any redundancy process and must be carried out on an individual basis. Furthermore where an employer intends to dismiss 20 or more employees in a 90 day period, or 100 or more employees in a 90 day period at one establishment, collective consultation must be carried out. Advice must be sought on the procedure, as hefty awards to each

affected employee can result from a failure to carry it out properly.

No decisions should be made until consultation is complete. Consultation should therefore be on proposals rather than on a predetermined course of action.

An employer may be required to select employees from certain groups who may be affected by the redundancy proposals and should ensure this selection procedure is carried out fairly, and that objective criteria are used to decide who should stay and who should go.

An employer should consult with all those affected employees regarding the pools of employees he proposes to use and his proposed objective criteria.

A failure to consider possible alternative employment can render a dismissal for redundancy unfair. Things to bear in mind are that alternative employment must be considered right up to the date of dismissal and details of all vacancies must be provided, even if unsuitable.

An employee offered alternative employment has a right to a four week statutory trial period. Women on maternity leave have a prior right to alternative employment when their positions become redundant.

Employers are also obliged to provide certain employees under notice of dismissal with the right to reasonable time off with pay to look for new employment or to arrange training.

This article is an outline of the position at the time of writing and offers general guidance only. For further information Steeles (Law) LLP on 01 603 598000 or email: noremp@steeleslaw.co.uk

Protecting your trade secrets when staff leave



BJA Copywatch solicitor, Stephen Welfare, considers what rights an employer has if a departing employee takes with him or her trade secrets and/or confidential information about the business, and in particular its customers' contact details and sales figures.

The information held about the customers of a business is a vital part of its overall intellectual property. Whereas original designs and registered trademarks are readily recognised as belonging to the business and there are legal consequences for their unauthorised use by a third party, the same cannot perhaps be said of sales information and customer contacts. However, these may be capable of protection if the data constitutes "confidential information".

Information will be considered confidential and therefore protectable against third party unauthorised use if it is of a confidential nature; if it was imparted in circumstances in which an 'obligation of confidence' arises; and where there has been a breach of that confidence by the person receiving the information, to the detriment of the person imparting it.

The Obligation of Confidence

An 'obligation of confidence' requires that the person receiving the information owes a duty to keep the information confidential. This may either be imposed by contract or be implied because of the relationship between the parties. An example is that of employer and employee because an employee is under a duty not to use his employer's trade information for his own purposes, however after the employment ends this is only to the extent that it protects truly trade secrets.

Breach of Duty

Where an employee uses his employer's confidential information or trade secrets to assist a rival business, or in assisting him set up a competing business, then there will have been a

clear breach of the duty of confidentiality by the employee. Another example of a breach of confidence is where a designer discloses his design to a potential business partner, and that other party makes unauthorised use of it, or discloses the design elsewhere. In order to avoid any misunderstandings about whether a design is confidential information BJA members are advised to always use the BJA industry standard confidentiality agreements. In both the above examples the owner of the confidential information would be deemed to have suffered detriment.

Confidential Nature

The Courts have held trade secrets to include information used in a business which is subject to limited dissemination, but which, if disclosed to a competitor would be liable to cause harm to the owner. The High Court recently granted an injunction to a company where the evidence showed that its confidential information was not publicly available; and the ex-employee was not relying on what he could remember from the knowledge he gained as an employee. The fact he had the information on his computer system and was using it gave rise to an arguable case that he was mis-using it.¹

Even if the ex-employee can argue that the information was gathered through his skills and expertise he may still be prevented from using it if he has infringed the ex-employer's database rights by copying data from its computer system to his computer or that of a competitor.²

The above situation arose during 2007 for BJA member Gecko Trading Limited. Concerned that a trade rival

was contacting its customers Gecko, represented by Royds, discovered that it was doing so via Gecko's data that had been provided by a former employee of Gecko. Suitable undertakings were secured from the ex-employee and the competitor. Barry Bennett, Managing Director of Gecko and BJA National Committee Member said, "We were very relieved that the correct action was taken immediately and a satisfactory outcome achieved. Our customer data and sales information is confidential and of obvious value to us. We can tell if there is an abuse because we have a number of seeds incorporated for security reasons."



¹Sectrack NV -v- Satamatics Limited and Jan Leemans [19.12.07]

²Crowson Fabrics Limited -v- Rider [20.12.07]

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RECOVERING YOUR GOODS when your bills aren't paid

In these difficult times, suppliers need all the help they can get to ensure in the event of a customer's insolvency that their goods are returned to them. Hetta Rogers of BJA solicitors Steeles examines the importance of the 'Retention of Title' clause and provides some tips on how to use it to best advantage.

In commercial transactions, goods are commonly supplied and delivered in advance of payment. Ordinarily, title to those goods will pass to the buyer on delivery, unless a retention of title clause is incorporated into the contract.

Retention of title clauses provide that title to goods does not pass to the buyer until payment is made. Therefore, if the buyer becomes insolvent before paying for the goods, theoretically the supplier may reclaim the goods (as it still owns them) rather than being treated as an unsecured creditor in the buyer's insolvency, where the chances of recovering are small.

An Insolvency Practitioner may try to resist a retention of title clause as it is their duty to realise assets for the insolvent estate. Consequently, suppliers may face difficulties in seeking to enforce such a clause.

Tips to minimise the pitfalls

• Incorporation

The clause must be "incorporated" into the contract. Terms and conditions printed on the back of an invoice will not be effective unless there has been a course of dealings between the parties such that the buyer is deemed to have become familiar with those terms. If your clause appears on your invoices only, change this so that it appears on your contractual documents.

• Identification

If the buyer has brought the same type of goods from a variety of different sources, you should include a clause requiring the buyer to store your goods separately. You should ensure that your goods can be identified, for example, by a seal/batch number or by colour coding.

• Advice

Review your terms and conditions frequently with your solicitor: If you intend to enforce a

retention of title clause, notify the Insolvency Practitioner immediately and take legal advice.

• Avoiding trespass

You should reserve the right to recover the goods and to enter the buyer's premises to do this.

• Good practices

Continue to use good credit control checks and assess the financial viability of your customers both before contracting with them and during the course that relationship.

• All monies

Consider whether you should have an "all monies clause" so that title to your goods does not pass until the buyer has paid all sums due to you.

Contact Steeles (Law) LLP on 01603 598000.

This article for general guidance only and should not be regarded as a complete or authoritative statement of the law.

WESTON BEAMOR 60 years serving the industry

Things have moved on since 1947 when John Beale, father of Weston Beamor's current vice chairman, Vivian Fuller, first offered a lost-wax casting service to jewellers who needed a fast, efficient service.

Today, Weston Beamor still offers a full casting service in a range of precious metals, with its most popular alloys - platinum, palladium, gold (22, 18, 14, 9ct) & Sterling silver - being cast daily.

Castings are produced from customers own injected or carved waxes. In addition to the production of traditional vulcanised rubber moulds, silicone 'cold cure' moulds enable reproduction from customers' own master patterns made from a variety of materials.

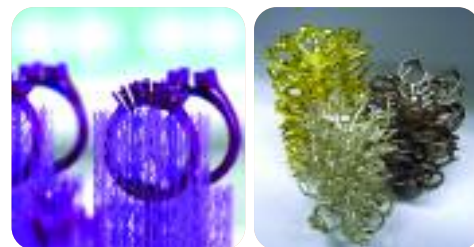
The biggest revolution in jewellery manufacture in recent years has been the development of Rapid Prototyping technology, allowing better models for casting through the use of computer-aided-design and manufacture - CAD/CAM.

Customers can send their CAD files (in STL format) directly to Weston Beamor's RP bureau, where they are transformed by state-of-the-art rapid prototyping machines into an accurate three-dimensional replica of their CAD design.

Weston Beamor's Viper and Solidscape T66 rapid prototyping (RP) systems offer the best possible approach for transforming CAD designs into precious metal reality by producing an exact, high resolution solid model, which can then be directly cast, or moulded to produce multiple casts.

Customers not familiar with CAD are still able to take advantage of Weston Beamor's rapid prototyping and casting technology as contact details of freelance CAD designers, specialising in jewellery, are available upon request.

Weston Beamor's friendly team will always be happy to discuss your casting and rapid prototyping requirements.



T: 0121 678 4131

E: wbadmin@westonbeamor.co.uk
(Casting enquiries)

E: rp@westonbeamor.co.uk
(Rapid Prototyping enquiries)

W: westonbeamor.co.uk
Stand at SF: Hall 17, A45



Palladium Casting Service for Hean Studio

The Herefordshire-based, specialist casting house Hean Studio has added palladium to its comprehensive range of products.

"We held back on offering palladium casting as we felt that the market simply wasn't sufficient to warrant the service. However with a hallmark on the horizon, and with the economic downturn, palladium may be just the type of product we need to maintain consumer interest in jewellery," says Hean's MD, Apple Nooton-Boon.

As Apple explains, palladium is a far more problematic metal to cast than platinum, and the company has spent the past two years carrying out exhaustive research and development to ensure that the service it is offering is of the highest quality. "Now that the product meets our very high standards, we are now ready to offer it to designers and manufacturers and to provide them with all the assistance and advice they need to work with this metal," says Apple.

The company will be showing examples of its palladium castings, together with samples of its ground-breaking work in platinum and 18ct gold on its stand in the Emagold Pavilion at Spring Fair Birmingham.

T: 01568 708966
E: enquiries@heanstudio.com
W: heanstudio.com
Stand at SF: Hall 17, 17C31



Suttons' Star Products

Sutton Tools will be exhibiting some indispensable new equipment for both manufacturers and retailers at this year's Spring Fair.

Innovation in welding

The advanced PUK3 Easi-Welder is an automatic spot welder capable of performing many of the same tasks as more expensive laser welding equipment but with virtually no maintenance and at a fraction of the cost.

Utilizing protective argon gas to prevent oxidation the PUK3 can be used on all precious metals plus stainless steel, titanium, bronze, copper and tin, and is also ideal for joining different metals together.

The PUK3 has many innovative features. Three different types of power enable the user to weld down to 0.10mm and even weld silver items. Combined with the adjustable pulse length and five programmable memory settings the PUK3 is becoming a must-have tool for jewellers across the country.

New for retailers

The new EK-610i compact balance from A&D is EC Certified and therefore essential for all retailers who buy and sell by weight. Using this high specification, economically priced scale, one can trade with confidence, safe in the knowledge that you are complying with all legal requirements.

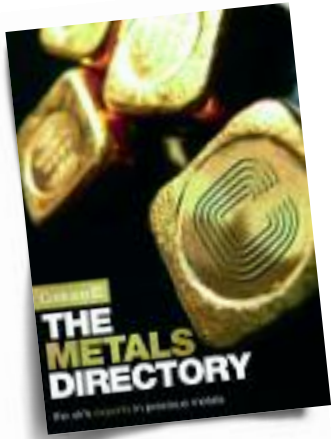
Suttons' range of economically-priced ultrasonic cleaners has a model to meet every need. The unique Ultra 7000 is perfect for use by jewellery enthusiasts and at home but is even better as an add-on to your jewellery sales thanks to the huge resale discounts on offer:



The Ultra 8050 is a larger heated unit specifically designed with the retailer and small workshop in mind. The large 2.5 litre tank will easily handle all jewellery cleaning jobs quickly and efficiently.

T: 0845 094 1884
E: sales@suttontools.co.uk
W: suttontools.co.uk
Stand at SF: Hall 17 F50





Free Metals Directory from Cooksons

All visitors to Cookson's stand at this year's Spring Fair will receive a FREE launch copy of 'The Metals Directory'.

This 70 + page book not only lists the full range of Cookson's bullion products: wire, sheet, tube, grain and solders - in gold silver and platinum - but also incorporates a huge amount of information all of which is vital to anyone making jewellery. Topics covered include a comprehensive Q & A section on technical issues, conversion tables and full data on the company's alloys.

"We wanted to create a source book that would serve jewellers, designers and manufacturers equally well and have tried to include everything that the jeweller might feasibly need" says Martin Ogilvie, Cookson's Marketing Manager:

T: 0845 100 1122
E: marketing@cooksongold.com
W: cooksongold.com
SF: Emagold Pavilion Hall 17, Stand C29

Logical Thinking

Jane Farnsworth, former jewellery buyer for some of the UK's top jewellery multiples set up her own consultancy business last year offering a variety of services to the trade including consultancy, design services and training.

Later this year Jewellogic will also offer 3D CAD modeling in Matrix and I will be looking to recruit additional staff to support future growth."

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Since then 'Jewellogic Product Development' has gone from strength to strength. Typical clients include manufacturing businesses, designer-makers and independent retailers.

Jane, whose business is a member of the BJA, says "I think that because trading conditions are tough, people are looking for new ways to compete so they come to Jewellogic for advice on how to improve their ranges and get fresh ideas. I have been overwhelmed by the interest so far and the variety of clients that the business is attracting. Clients invariably need help with product development and branding but there is a growing demand for bespoke training too.



Jewellery by Rachel Galley

Craftsmanship guaranteed



Robert Charles of Hungerford offers independent retailers a top-class bespoke service

Robert has been designing and manufacturing bespoke jewellery for independent retailers and private clients for over 35 years. Originally trained in the manufacture of high quality watch bracelets, Robert moved into fine jewellery manufacture with one of Britain's top designer manufacturers. Whilst working in this field Robert studied for the FGA and DGA and both qualifications have proved to be indispensable when working with the more unusual coloured gemstones.

Robert gives a personal service believing that it is best for the client to talk to the craftsman who is going to undertake the work, to ensure that they are completely satisfied with the finished article. Robert gives a personal guarantee with all of his work and all items are fully insured.

T: 01488 668434
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Applying both his extensive manufacturing and gemstone knowledge, Robert can now offer the independent retailer a service utilising new materials or re-cycling tired or inherited items to produce high-quality unique pieces. He also uses his expertise when renovating or repairing modern or antique jewellery.

