



**DIRECT JEWELRY**

## **WELCOME PACKET**

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Your Welcome Packet includes essential materials and tools, all of which are necessary in order to operate as a Private Jeweler.

### **MARKETING MATERIALS**

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#### **FINDINGS ACCOUNT AND CATALOGUE**

Our group is using Stuller, the biggest jewelry findings provider in the US, for all our finding and basic jewelry needs. As a new member of DJO, you will have immediate access to Stuller's inventory, at wholesale price. How to correctly use the Stuller account is part of the initial Private Jeweler training

#### **E-MAIL ACCOUNT UNDER DJOAMERICA.COM**

Communicating with customers and vendors through e-mails will be one of your daily activities. For this purpose, and to be recognized as an official member of our group, we will register your private jeweler email account under DJOAMERICA.COM server.

#### **BUSINESS CARDS**

You will receive a set of customized business cards in accordance to our signature colors and theme.

#### **LETTERHEADS, ENVELOPS AND STICKERS**

You will receive a set of customized correspondence materials in accordance to our signature colors and theme.

#### **JEWELRY BOXES**

Each product sold by DJO representative is delivered in a specially designed, elegant jewelry boxes. We provide the basic set of ring, earrings, pendent and bracelet jewelry boxes with "The Private Jeweler" logo on it.

**PROFFETIONAL JEWELR MAGAZINE SUBSCRIPTION**

Stay on top of the news and novelties from the jewelry business world.

**GRADING TOOLS**

A diamond loupe, tweezers and a cleaning cloth are mandatory tools of every jeweler. Keep them handy, you never know where you meet your next customer.

**REPAIR PRICELIST BOOKLET**

The repair booklet will help you to quickly and precisely estimate jewelry repair costs.

**TEMPLATES**

Ready Excel, bookkeeping templates, to help you keep track of your sales and expenses.

**CHECKLIST**

The list of all actions that you need to take; tools, marketing materials that should be in your possession before you start working as a Private Jeweler.

**MOBILE APP**

Access to a custom made application that will serve you as a mobile catalog for fashion jewelry, rings, pendants and much more.