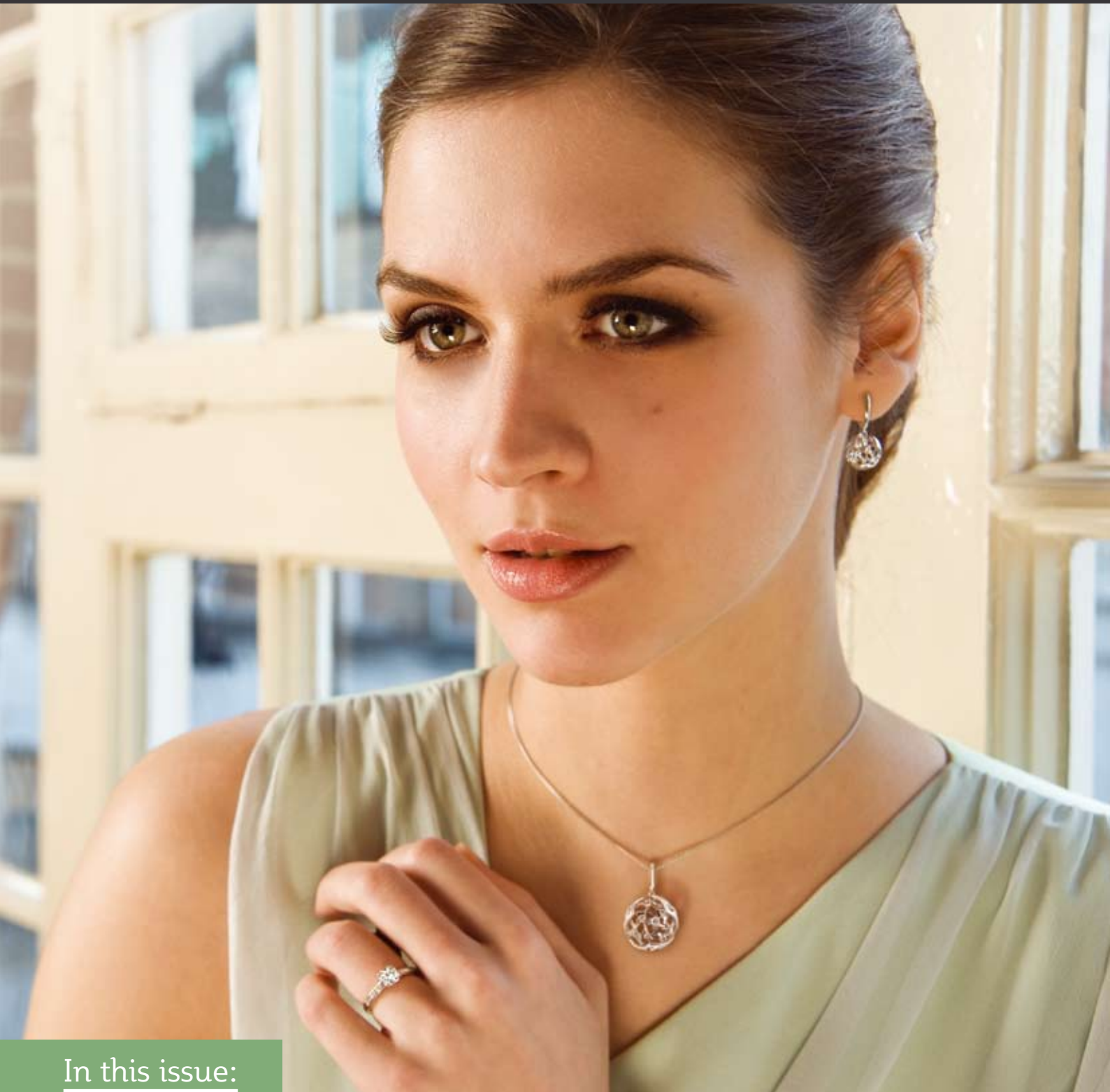


APRIL 2011

Domino

SPOTLIGHT



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VISIT DOMINO AT BASELWORLD THIS MARCH



Domino is Exhibiting at Basel this year with a stand (J55) in the Hall of Impressions and looks forward to welcoming its European and British customers alike.

Domino already serves customers in 12 European countries and hopes that by attending BaselWorld it will further expand its overseas markets. However this is very definitely not just an export exercise.

"We know that for some British retailers Baselworld is the show where they do the majority of their buying and we are very much looking forward to welcoming them onto the stand" Group Managing Director, Andrew J Morton.

As Domino's regular customers already know, the past four years has seen something of a renaissance for the business. "We have strengthened our in-house design and new product development capabilities and dramatically expanded our core ranges beyond simply rings. We have also added a number of stylish diamond and gem-set collections to our range, some of which are supplied fully finished. Our stand at Baselworld will provide visitors with a fresh look at Domino," says Andrew.



Visit Domino at Baselworld 24th - 31st March 2011, Hall of Impressions 2.0, Stand J55

ALL THE FUN OF THE FAIR

A big thank you to the very many customers who visited Domino at The Jewellery Show at Spring Fair Birmingham.

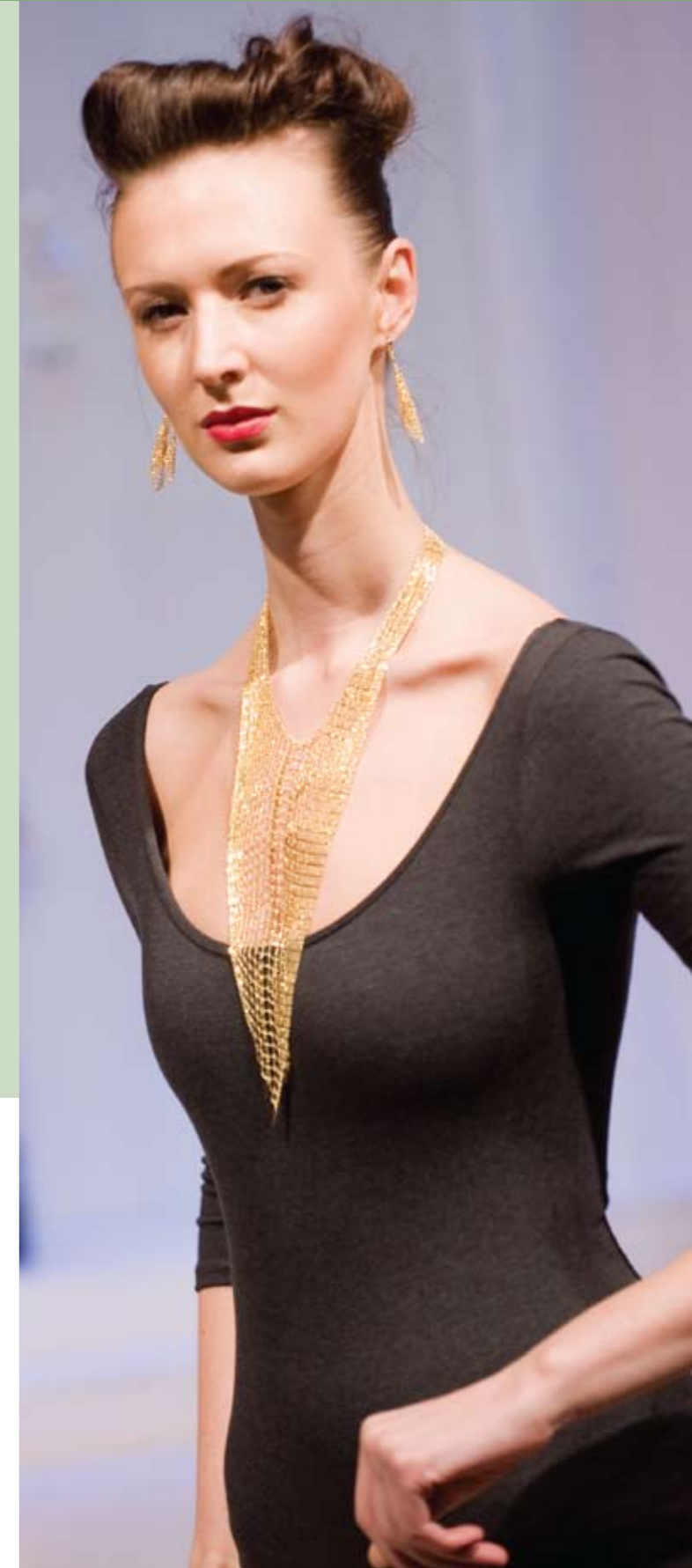
This year's Fair had a real buzz about it. The organisers had made tremendous efforts to improve the look of the show and were rewarded with a steady flow of visitors.

It was a tremendously good show for Domino with very positive customer feedback on our new lines and strong ordering across the entire range but especially from our new 'Trends and Fashion' collection and from the 'Wedding and Bridal' range.



"Seeing one of the gold scarf necklaces from our Trends and Fashion collection on the catwalk at the show was definitely the highlight for me. It looked absolutely fabulous on the model and emphasised what a show-stopper this piece, and indeed the whole collection, actually is."

-- NAOMI NEWTON-SHERLOCK
HEAD OF NEW PRODUCT DEVELOPMENT



The Catwalk, The Jewellery Show. Model wears KNN12 necklet and KNE10 earrings

NEW WEDDING RING COLLECTION ATTRACTS THE CROWDS

Demand was particularly strong at Spring Fair Birmingham for Domino's new 72-piece strong Wedding and Bridal collection which was launched officially at the show.

"The new collection offers everything I need and more. As always the service and support from Domino is second to none." Mark Harper of Pleasance and Harper

"It is a great looking brochure with a broad range of products that I find very easy to use." Adam Hasan of Anthony Gray Ltd

So which styles were particularly well received? "The new additions to the range were popular with the shaped bands proving particularly successful. The new diamond set options also proved to be a hit with particular interest in the guaranteed weight bands. If I had to pick a star of the show it would be the diamond set twist, WS22, it works incredibly well with an engagement ring" says Sales and Marketing Director, Andrew Sollitt.

Designs are available in Platinum, 18ct white and yellow gold as well as number of designs in palladium. The collection, which is supported by a consumer-facing fully illustrated catalogue, offers a range of price points for the retailer.

For further information please contact your sales representative or +44 (0)121 2374937 or info@dominojewellery.com



WOW YOUR CUSTOMERS WITH 'TRENDS & FASHIONS'

Our latest collection 'Trends & Fashions' now has its own dedicated consumer-facing catalogue.

Full of attractive life-style pictures and product shots the catalogue offers stockists the perfect support for this vibrant new collection. Give one to customers who may be hovering to take away and you can guarantee that they will be back to buy. Give one to those who buy and the catalogue will hopefully bring them back for more.

If you are not already aware of this exciting range, which really is at the cutting edge of contemporary jewellery design, then please contact your Domino representative or the Domino office on +44 (0)121 236 4772 or info@dominojewellery.com



DOMINO IN LONDON

The experienced team manning Domino's trade counter in Hatton Garden offer customers so much more than simply product.

"I like to see it as the difference between going to McDonalds and buying a ready made beefburger and going to a high-class butcher where the assistants can explain all about the various cuts of meat you might use to make your burger whilst also giving you tips about how to cook it and make it particularly good," says Sales Assistant, Martin Dunsford.

Martin, like his fellow Sales Assistant Emilia Prus and the Counter Manager, Claire Guild, are all old-hands in the jewellery trade and between them have a formidable skill set.

Five years on the bench at the London manufacturer Soude, followed by spells at several big name jewellery producers has given Martin hands-on experience in all aspects of jewellery production but especially in casting, stamping, polishing and mounting. "Customers come in wanting to buy something for a specific purpose but once we get chatting I can sometimes suggest other easier, or more appropriate, ways in which they can achieve their end," he says.

Emilia, who is Polish, brings very different talents to the job. Having gained an MSc in Geology in Poznan she came to England for what she imagined would be a gap year. Her interest in the stones took her to The Gemmological Association in Hatton Garden where she recently completed a foundation course and from there to Domino. One year in the UK has turned into nine and a career selling jewellery. "I love gemstones and particularly enjoy talking to customers about what stones might work well in the components we sell," she says.

Before joining Domino Claire Guild was Sales Manager at International Jewellery London and has a huge contact base within the industry. While based on the trade counter she has a wider brief to raise awareness of the company and its products with retailers throughout the city.

"Over the past couple of years our product range has expanded dramatically, we now offer a great many exciting finished and semi-finished designs. There is certainly plenty to appeal to a sophisticated metropolitan audience," she commented.

Claire is very happy to visit customers in central and outer London at their own premises and she and the team look forward to welcoming them to the counter when they are in Hatton Garden.

Domino's London counter is at 32 Hatton Garden. Opening hours are 9.30 – 5.30 Mon – Thursday Fri 9.30 – 5.00 and there is no need to make an appointment to visit.

To contact the London Trade Counter please phone +44(0)207 430 2914 or email trade.counter@dominojewellery.com.

“Over the past couple of years our product range has expanded dramatically we now offer a great many exciting finished and semi-finished designs. There is certainly plenty to appeal to a sophisticated metropolitan audience.”

--CLAIRE GUILD
BUSINESS DEVELOPMENT MANAGER



FAIR'S FAIR

Weston Beamor is delighted to announce that it has become the UK's first ever casting company to be able to offer its customers the option of having their castings produced in 'Fairtrade and Fairmined' gold.

The move is the result of several months of intensive work with the Fairtrade Foundation, the independent non-profit organisation that licenses the use of the FAIRTRADE Mark on products in the UK in accordance with internationally agreed Fairtrade standards.

To be accepted as a 'Fairtrade and Fairmined' producer, Weston Beamor has had to put in place a rigorous tracking system to trace the gold throughout its manufacturing processes and thus ensure that it is kept entirely separate from all the company's other production alloys. Having done this it has recently received ratification to operate as a Fairtrade supplier.

The gold Weston Beamor will be working with is a world first in so far as it has been mined using an independent, ethical certification system for monitoring small-scale miners, working mainly in Bolivia and Peru and offers a fair deal for all those involved in the production process.

There was great excitement on the company's stand at The Jewellery Show at Spring Fair Birmingham when it was visited by representatives of two of the mining cooperatives that will actually supply Weston Beamor with its Fairtrade and Fairmined gold.

Mrs Juana Pena, Chair of the Cooperative Minera Cotapata in Bolivia and Mr Manuel Reinoso, of the Compania Minera La Victoria in Peru were shown examples of the sort of products which will eventually be created using their gold and, through their interpreters, chatted to members of the WB team. As they explained conditions in the mines are very harsh. It is extremely cold because of the height at which they work and wet because of underground streams. However Mrs Pena said that she believed gaining Fairtrade status would help her and her fellow workers to gain better prices for their gold and would undoubtedly help to improve their day-to-day working situation.

Picture shows from left to right: Victoria Waugh of Fair Trade Foundation, Tony Shellam Business Development Manager at Weston Beamor; Mr Manuel Reinoso, of the Compania Minera La Victoria in Peru; Mrs Juana Pena, Chair of the Cooperative Minera Cotapata in Bolivia; Andrew Morton MD of Weston Beamor and Yvonne Brookes a director of Weston Beamor are pictured on the company's stand at Spring Fair Birmingham.

"We are absolutely delighted to be able to offer Weston Beamor's customers the chance to work with Fairtrade and Fairmined gold," says Group Managing Director, Andrew Morton. "Ethics are high on our list of business priorities and this is an excellent way not only to demonstrate pro-actively our commitment to fair-sourcing practices, but also to lead the way in helping to shape the jewellery supply chains of the future."

At present the supply of Fairtrade and Fairmined gold is relatively limited and casting will be available in just 18ct yellow and white gold and only to those companies and designers who have also received certification from the Fairtrade Foundation to manufacture in the metal.

It is still early days and as yet no prices are available for Fairtrade casting, however it is anticipated that due to a limited supply and strong demand for the actual gold, these will be higher than for ordinary gold. "Jewellery is always a highly emotional purchase and we know from our customers that many, particularly younger, eco-friendly consumers are prepared to pay that little bit more for something they can buy with an easy conscience," says Morton.

Customers who would be interested in gaining Fairtrade certification should contact the Fair Trade Foundation in London on 0207 440 7674. Those who already have certification may like to contact Tony Shellam at Weston Beamor on 0121 678 4131 who will be pleased to tell you more.

To find out more about Fairtrade and Fairmined gold visit www.fairtrade.org.uk/gold



SPOTLIGHT ON LONDON ROAD JEWELLERY



London Road Jewellery, one of Weston Beamor's valued customers, made its national debut last autumn to the UK's independent jewellers, having successfully launched in 12 John Lewis stores.

The soaring gold price over the past two years presented brother and sister team Ed and Suzanne Adams with the opportunity to create a new business London Road Jewellery, an affordably priced, inspirationally designed gold and coloured stone collection, designed to fill the void between branded silver jewellery and 18ct fine gem-set jewellery.

"With a brand such as London Road, competitive pricing is paramount," explains Ed Adams. "Having identified attractive price points, we work to very tight margins and produce our jewellery accordingly. The core retail price range for the collection is £200 to £500 (rrp). There is virtually nothing out there at that price and as an honestly priced product, London Road differs from most other brands in offering notable value for money."

"Over time we have built a strong relationship with Weston Beamor. Their commitment to speed and service helps us meet the tight deadlines which are essential when introducing new products. We are also particularly appreciative of their in-house hallmarking service. They are easily one of the most experienced and best quality casters in the industry, and as such eradicate problems such as porosity."

While our 70 years of manufacturing have resulted in a bigger storehouse of knowledge than most other makers, working with Weston Beamor's in-house CAD designers is key to creating more innovative and unusual designs," says Ed.

Weston Beamor's CAD/CAM Co-ordinator, Ed Hole, agrees: "Over the past few years the development in specialised CAD software has brought about a design revolution in the jewellery industry. One of the main benefits of using CAD is that the weight of a piece can be controlled during the design process to meet price points, as in the Bubble



A selection of jewellery cast by Weston Beamor for London Road Jewellery.

Cuff design we created for London Road. Designs can easily be adapted and changed without incurring more costs, with complete designs being created in one go, thus streamlining the development process," he said.

With some 27 stockists countrywide since its launch, Ed and Suzanne Adams are delighted with the positive response to and take-up of London Road to date. This is a success story in which Weston Beamor has played no small part.

WESTON BEAMOR MAKES ITS MARK

Weston Beamor now has its own 'Maker's Mark' - 'WEB' - which can be used by customers who do not have their own stamps for hallmarking their goods. What's more the mark can be applied right here in our own on-site Sub Assay Office, which is operated for us by The Assay Office Birmingham.

This super efficient service eliminates the need for customers to fill out Assay forms and post valuable parcels across the country. What's more, most pieces are hallmarking on the day they are cast, saving customers valuable time. Best of all, the service costs just £1.85 per hallmark for silver, gold and palladium, and £5.85 for platinum.

For more information call the WB Team on 0121 678 4131.



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westonbeamor
complete jewellery solutions



In this issue:

- Weston Beamor gains Fair Trade status for casting in gold
- Shining the Spotlight on London Road Jewellery
- Making a mark: we launch our own hallmark