

# DISPLAY A STATEMENT

FALL 2017



 STULLER



Combine natural textures to resemble the rustic, stunning terrain of Big Sky Country. Blues and grays behind rich gold and beige tones create the look of spectacular, snow-capped mountains and vast layers of timberland.

A. 61-7190 | B. 61-1130 | C. 61-1872 (61-2506\*) | D. 61-1855  
 E. 61-1406 | F. 61-1405 | G. 61-1440 | H. 61-0974 | J. 61-3070  
 K. 61-1404 | L. 61-1886 (61-2539\*) | M. 61-1411 | N. 61-1863 (61-2591\*)

\*Items noted can be customized in the color of your choice by calling 800-877-7777, ext. 4990.

## BE A PRESENTATION PRO

*Often overlooked, signage can be a major driver for your sales floor. Try using signs to help identify trend jewelry, or even price points at holiday time.*





Make a classic gold, ivory, and black combo on sleek satin light up like a Parisian skyline by adding a dramatic, midnight black backdrop.

A. 61-0631 | B. 61-0781 | C. 61-0785 | D. 61-8331 | E. 41-7235  
 F. 61-8194 (61-2606\*) | G. 61-1672 (61-2506\*) | H. 41-7700  
 J. 61-1675 (61-2530\*) | K. 61-2519\* | L. 61-1676 (61-2531\*)  
 M. 61-2571\* | N. 61-2505\* | P. 61-1855 | Q. 17-0790 | R. 17-0884  
 S. 41-6780 | T. 61-2572\* | U. 61-1679 (61-2612\*) | V. 61-3072  
 W. 61-0965

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## BE A PRESENTATION PRO

Create a focal point. Provide a bold, visual prop to establish a starting point that will catch your customer's eye. Alternating colors and visual elements throughout your case will create a bold effect in your store.





Velvety jewel tones on marble and ivory create the look of a dazzling Alpine landscape. Keep it cool and crisp by adding hints of silver in a blue with white contrast.

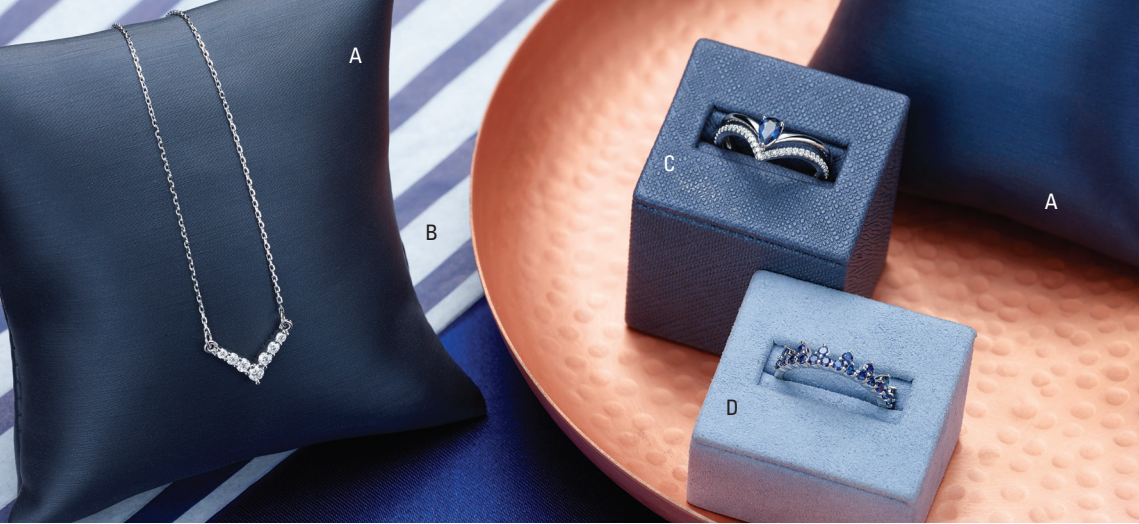
A. 61-3072 | B. 41-7700 | C. 61-0975 | D. 61-8331 | E. 61-2506\*  
 F. 61-2505\* | G. 61-0646 | H. 61-0842 | J. 61-0795 | K. 61-0966  
 L. 61-0781 | M. 17-0790 | N. 17-0882 | P. 41-7789 | Q. 61-4540

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## BE A PRESENTATION PRO

Send your customers home with beautiful pieces in elegant totes. Our sturdy, ribbon handle totes are now offered in a luxurious satin-like finish and are available to order in small and medium sizes.





Deep cobalt against ivory and silver tones bestow a look of coastal Mediterranean elegance. Layered behind hints of azure, pristine white stone provides a natural, clean look.

A. 61-1860 (61-2529\*) | B. 61-0642 | C. 61-2506\* | D. 61-2504  
 E. 61-0992 | F. 61-0700 | G. 61-3072 | H. 61-4540 | J. 61-4541  
 K. 61-1674 | L. 61-1676 (61-2531\*) | M. 41-7700 | N. 61-1672

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## BE A PRESENTATION PRO

*Wrapped gift boxes can do two things for your showcase. They create a festive display and remind your customers that you can provide a perfectly packaged gift.*





Create an exotic, romantic display with brilliant shades of purple and plum. Add patterns to packaging to give the look of lavish, Far East wonder.

A. 61-1679 (61-2612\*) | B. 61-2568 | C. 61-0594 | D. 61-3072  
 E. 61-2571\* | F. 61-0700 | G. 61-0781 | H. 61-0791  
 J. 61-1860 (61-2529\*) | K. 61-0848 | L. 61-1675 | M. 61-2504\*  
 N. 61-1671 (61-2505\*) | P. 61-2565

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## BE A PRESENTATION PRO

*Choose one of these groups to establish the color palette. Refresh layouts by mixing secondary color elements for added effect.*





## MAVERICK COLLECTION

Be classic, bold, and adventurous. Rich leather texture is reminiscent of vintage 20th-century style made iconic by figures like Hemingway.

Featured items: **61-0006**



## AURA COLLECTION

Like early blossoms in winter, soft, natural pastels create a delicate display. They can also be versatile, transitioning your showroom from the holiday season into the new year.

Featured items: **A. 61-0800**  
**B. 61-0792 | C. 61-0843**  
**D. 61-4540 | E. 61-0781**

# MODULAR DISPLAYS

These new modular displays give you stylish flexibility to create clean, concise jewelry stories for your customer. Choose from three different stock colors and mix and match to create a variety of looks and configurations. You can also use these individual elements outside of the cradles or combined with our newest marble risers to add a clean modern look to any case.



Featured items: A. 61-8330 | B. 61-8331



# PILLOW DISPLAYS

Soften your look with pillows. Lay elegant jewelry pieces across soft satin and incorporate individual elements from our modular displays for a delicate and creative display.

A. 61-1860 (61-2529\*) | B. 61-8332 | C. 61-2506\* | D. 61-0843 | E. 61-0781

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# CUSTOM IMPRINTING

## TWO WAYS TO DISPLAY YOUR LOGO

Our custom processes include two imprinting technologies: hot foil stamping and digital printing.



The hot foil stamping process involves the use of heated metal stamps, or dies, which forcefully impress your emblem onto the packaging option of your choice. The metallic result is a striking, touchable mark.



For an attractive, economical ink solution, we also offer four-color digital printing. Cured and polymerized with UV light, digitally printed insignia resist both flaking and fading.

## PLACEMENT

Tell us exactly where you want your logo — on the inside, top of box, outside lid, front of pouch, etc. Placement will vary depending on choice of imprinting method.

## NEED MORE OPTIONS?



Explore Stuller's comprehensive Packaging and Displays selection at [Stuller.com](http://Stuller.com) or in our *Packaging, Displays, and Watchbands 2017* catalog.

Request one today by calling 800-877-7777.

## BUILD YOUR BRAND

Your logo is as unique as you are. As the images in this book have shown, branded packaging can be made to match your professional style. Stuller offers ways to display your shop logo on elegant boxes, pouches, and bags.

Our packaging team is here to help you make your professional mark, not only on customized packaging and displays, but also in the overall jeweler market.

Explore more at [Stuller.com/BuildYourBrand](http://Stuller.com/BuildYourBrand).



## MAKE YOUR CASE

Inspire your clientele as soon as they walk in the door. Create displays that spark the thrill of romance, elegance, and glamour. Make it bold. Make it your own.

We put this book together to show how a few hues, patterns, and packaging can create a brilliant presentation.

Let your creative side play and build something beautiful.

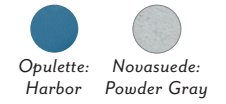
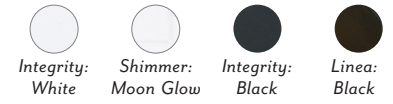
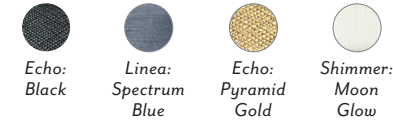
Our Case by Case® customization program can provide all the elements you need to frame the look you want.

See [Stuller.com/CasebyCase](http://Stuller.com/CasebyCase) for more details.

# COLOR SELECTION GUIDE

Use this guide to know what colors to ask for when you order your custom Case by Case® display.

See [Stuller.com/CasebyCase](http://Stuller.com/CasebyCase) for more than 122 different fabric and color combinations along with additional items.



# S STULLER

Stuller.com | 800 877 7777



Above, top to bottom:  
61-1678 (61-2555\*), 61-1674, 61-8330, 61-8331

Front cover, clockwise from top right: 61-0631, 61-0792,  
61-3072, 61-0781, 61-8330, 61-2506, 61-1671 (61-2505\*),  
61-8331, 61-1860 (61-2529\*)

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