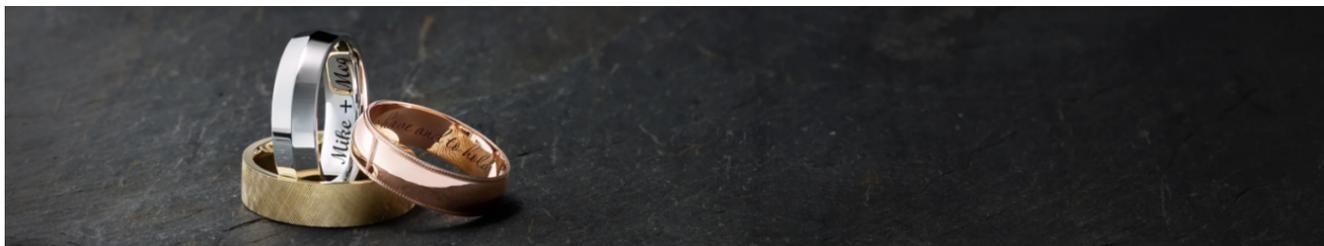


Wedding Band Sales Tools for the Classic Jeweler



The classic wedding band is a time-honored tradition, appreciated as a steadfast symbol of one's love. When it comes to style, there are infinite options that are influenced by lifestyle, design preferences, and emotional attachment. Once you have gotten to know your customer and what they are looking for, being familiar with the resources you have at your disposal will make the buying process easy and engaging.

At Stuller, we try to make this process as easy as possible by providing a seamless user experience and options that can be integrated into your sales strategy. Using our [band builder](#), [classic wedding bands quick shop](#) option on Stuller.com, and [EverAndEver.com](#) as an *ever&ever*® retail partner, you can help your customers create a wedding band unique to them and include them in the process.

Band Builder

All of Stuller's classic wedding bands use [SCS-certified 100% recycled precious metals](#) using gold, silver, platinum, and palladium. Combining cutting-edge computerized manufacturing and artistic design details, we create bands worthy of the lifetime of commitment they represent.

The [band builder](#) is a tool available on Stuller.com where you and your customer can craft a wedding band that fits their exact specifications. Choose the profile, finger size, fit, design detail, width, weight, material, finish, and

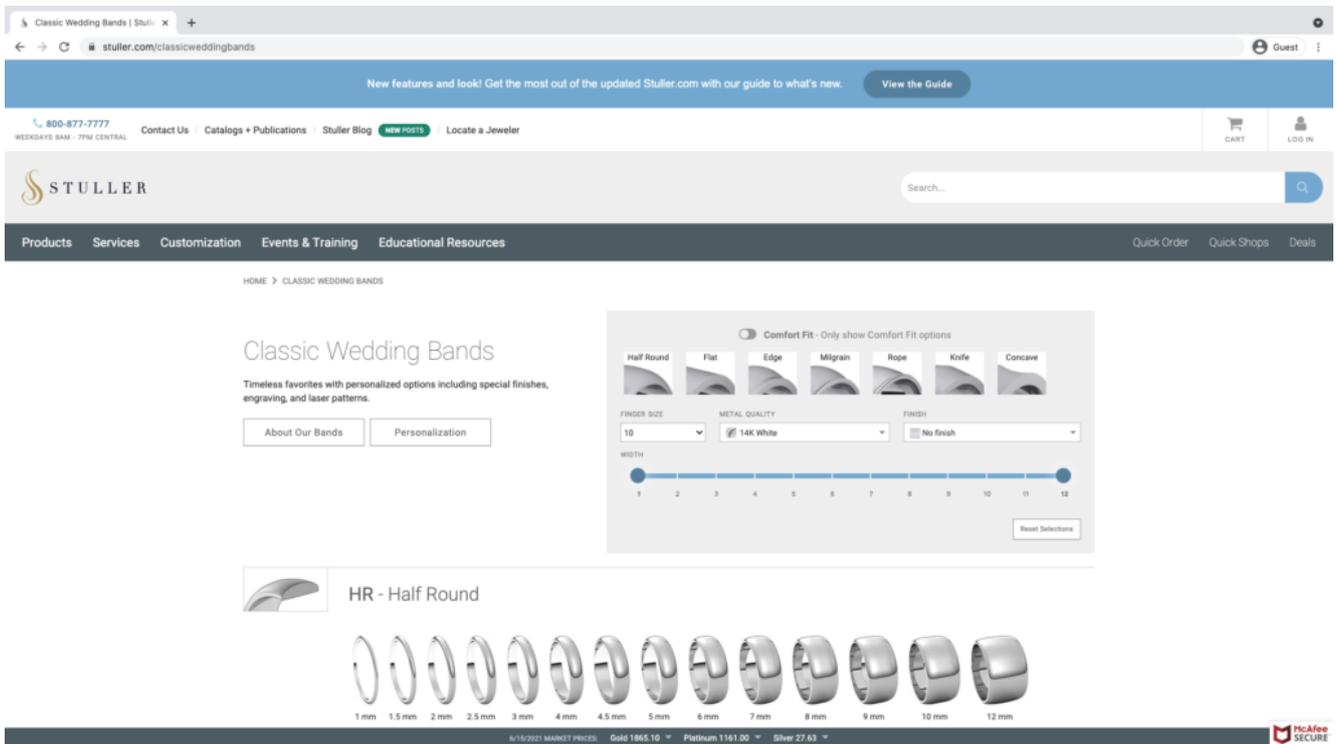
engraving to make a true one-of-a-kind piece. Save snapshots of different rings to compare while deciding.

Combine the online experience with an in-store experience using the Classic Wedding Band Selling System ([653689](#)). This selling system features 42 band prototypes, including 18 classic profiles, 10 special finishes, and 2 engraving options. Provide your customer with a complete custom purchasing experience.

Quick Shop

Suppose you need a different starting place to begin your ring building experience. We offer a quick shop option for our classic wedding bands at Stuller.com/ClassicWeddingBands where you can see width options in every style combination available side by side. Narrow down your search using the filters on the page or view the full selection. Once you select the ring with the desired profile, width, fit, size, metal quality, and/or finish, you are brought to the band builder where you are further able to customize the order.

The quick shop view is a great place to start if you need to establish a starting place for your customer.



ever&ever® Band Builder

One of the [benefits of being an ever&ever® retail partner](#) is providing an interactive purchasing experience for your customer using [EverAndEver.com](#) – a consumer-facing brand website that allows consumers to access the full inventory. The [band builder on EverAndEver.com](#) has the same functionality as the Stuller band builder with access to suggested retail pricing.

Encourage your customers to build their dream rings from the comfort of their own home and have the details sent directly to you using the Connect With a Retailer option. From there, you can order the ring with next-day delivery for all in-stock items.

The Wedding Band of Their Dreams

Wedding bands are pieces that people cherish for a lifetime. When quality manufacturing and custom design work together, you can provide a ring that is spectacular. By including your customer in the process, you can ensure the

emotional value of the sale and rest assured that they have found the perfect ring of their dreams.