



Introducing the 2020-2021 Stuller Findings and Metals Catalog

Findings are essential to your business. And they're important to Stuller, too. In fact, our business began with findings nearly 50 years ago.



Here at Stuller, we carry one of the most extensive selections of die-struck and machine cut findings in the marketplace. Plus, the majority of that product is manufactured right here

in Lafayette, Louisiana. There's no place better to browse the breadth of our findings assortment than our NEW 2020-2021 Stuller Findings and Metals Catalog.

Not only does this catalog feature our best-selling classics, but we've also incorporated more 14k rose gold options, semi-set product, and fashion-forward components. It's now easier than ever to find exactly what you need! We've included over 700 new styles within this new catalog. This means it consists of 20% new items! So crack it open. We think you'll be delighted by what you find.

How often does Stuller send a findings catalog?

The last findings catalog went out in July of 2017. Working closely with our product development and design teams, we've found a two-year catalog cycle works best. After all, we're always striving to serve new product to our customers. Plus, we're constantly looking for ways to improve as we make it easier to find exactly what you're looking for.

How long did it take to make the findings catalog?

It took about six to eight months to create the new findings catalog. But honestly, work begins as soon as a new catalog drops. We receive immediate feedback and work to incorporate customers' preferences into our planning for the next edition.

Here are 5 New Updates to the Stuller Findings and Metals

Catalog:

1. Updated Imagery

Following the last catalog, we received lots of customer feedback requesting products shown to scale. So naturally, we wanted to incorporate that feedback in this catalog. At the same time, we recognized the importance of sharing a view that showcases the tiny details and design elements of findings, too. So, to accommodate both needs, you'll find magnified imagery along with items shown to scale to help you make the most informed buying decision.



2. Improved Navigation

This catalog also features additional tabs allowing us to highlight more product categories than ever before. You'll now find individual sections for chain, trims, pendant components, and earring components. In previous editions, we had quite a bit of variation in the product shown in each section. For example, if you were turning to the earring section looking for an earring post and back, you had to navigate through all the earring mountings before finding what you needed.

In this edition, we separated product categories for easier navigability. Now, whether you're looking for an earring back, a bail, chain by the inch, or whatever you need, you can simply turn straight to that section.



3. Stuller.com Integration

From one catalog to the next, we're seeing more and more customers browsing items on Stuller.com. Of course, everyone has their own preference. Some may want to call in their orders referencing the catalog, while others may prefer to shop and price orders online.

With this in mind, we really wanted to create a seamless shopping experience between all the ways our customers shop. We achieved this by adding additional links to stuller.com, listing related products in the catalog and on the web, and adding easier ways to identify product functionality.



4. Expanded Section Introductions

As you're probably aware, industry jargon can often be subjective. While one person calls a setting a head, others may call it a crown. So, we aimed to remove some ambiguity by expanding the introductions of each section. We added more visuals and information to describe what's included in each section.

We also felt this would help your customers or sales associates new to the jewelry industry. Imagine a new sales associate who turns to the Trim section and wonders, "Hmm, what's a trim?" The new shopping guides in each section contain explanations and visual examples of what's showcased.



5. Semi-Set Pricing

Last, but not least, we've incorporated semi-set pricing throughout the catalog. We began this work in our last catalog which contained a unique section dedicated to showcasing our semi-set findings offering. However, since we've seen a greater trend towards semi-set product each year, we incorporated semi-set pricing throughout our latest 2020-2021 Stuller Findings and Metals catalog wherever it applied.



[Learn more about the 2020-2021 Stuller Findings and Metals Catalog here on Stuller.com.](#)