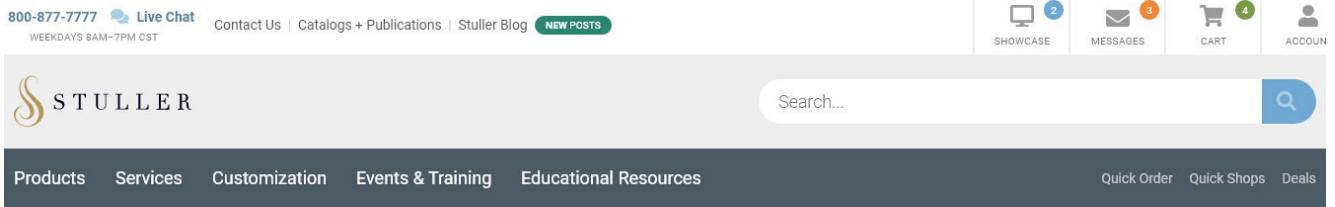


# First Look: Update Coming to Stuller.com



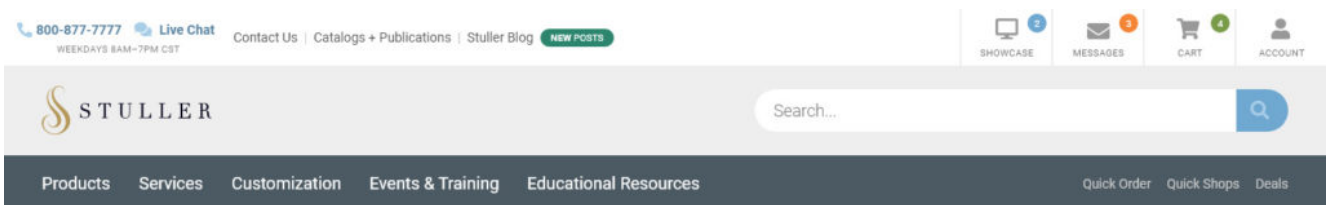
Stuller.com has helped connect us with our valued customers since 1997. Over the years, it has changed as the needs of jewelers have changed. Soon we'll be launching an improved, 'full-width' design that has been carefully built to provide you the best experience possible.

**These updates will improve your experience every time you click on Stuller.com.** We hope to deliver a state-of-the-art experience that is optimized for use on all devices. Website traffic data shows us that more customers than ever are accessing Stuller.com on a mobile device. And the new simplified layout will help you find exactly what you're looking for.

The site may look different, but the same great service you have come to expect from Stuller remains. High-quality products and services with easy, same day shipping has always been our promise. And now, our vast selection from fine jewelry, diamonds, and gemstones to tools, supplies and more is at your fingertips on the new Stuller.com.

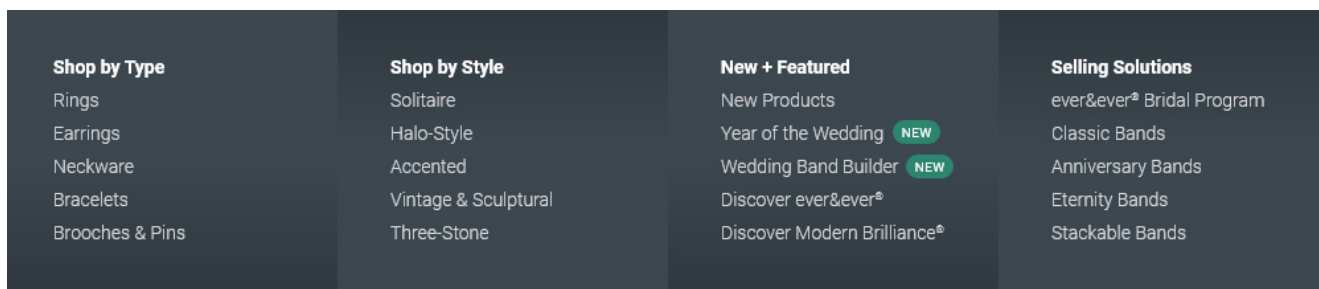
Here are a few highlights we want to tell you about:

## The Header

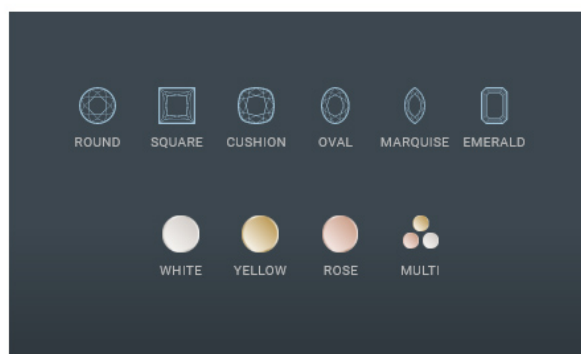
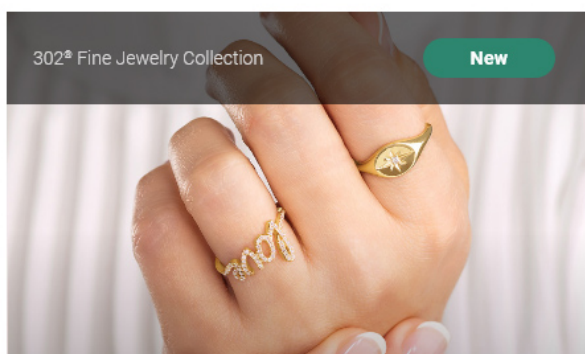


The simplified header puts the most clicked-on features together in the top right corner of the page. Our expanded search function can be used by entering a search term in the bar that is prominently displayed just below. Easy-to-find contact information helps you connect with Stuller to help you as you shop the page.

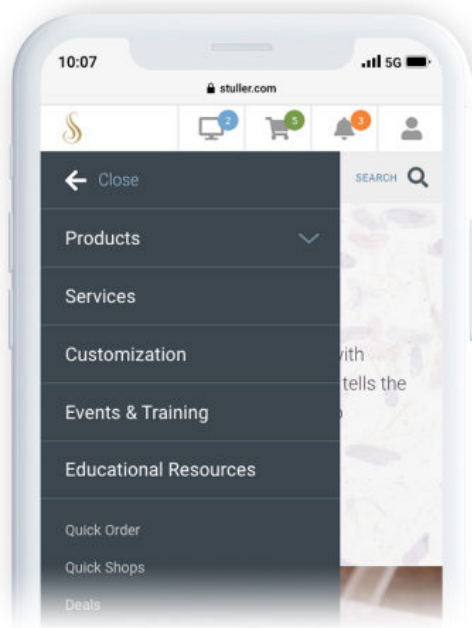
## Main Navigation



Updates to the main navigation will help you find exactly what you are looking for. It is a central place for us to list the full Stuller selection, allowing you to shop by type, style, featured products and selling solutions. Shopping by shape will give you everything you need for that particular piece you're working on. With the vast selection of stones and related tools and supplies, this feature will narrow your search every time. Shopping by metal color will also help to narrow down the list of products to fit your project.

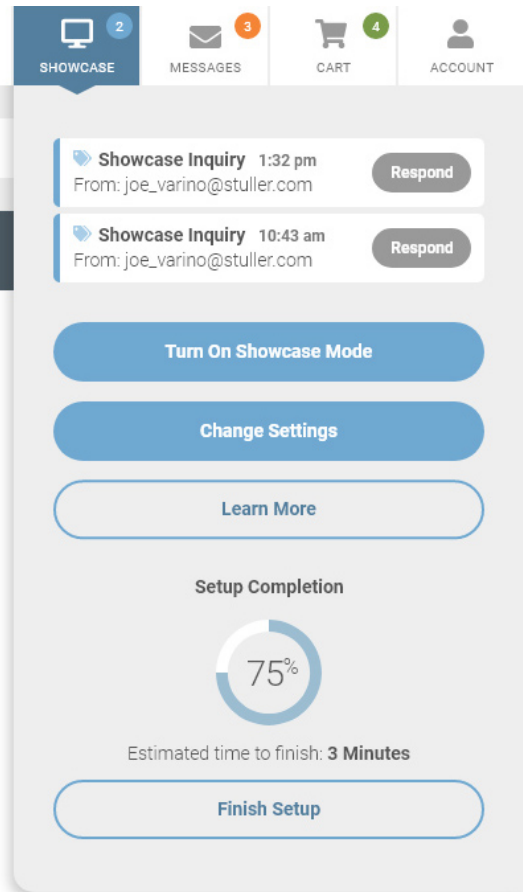


# Mobile Navigation



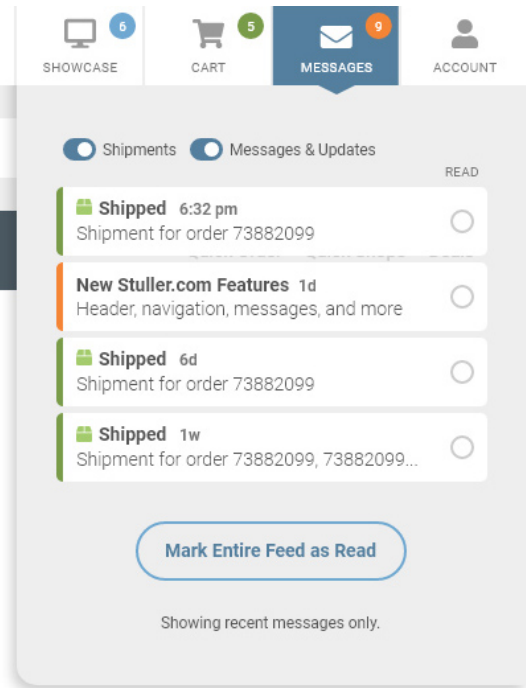
The updated Stuller.com is optimized for mobile use and the navigation has also been redesigned to make shopping easier right in the palm of your hand. Access product categories, events and trainings as well as educational resources. Web traffic data shows a growing number of customers are placing orders on mobile devices and we've worked to make it as easy as possible.

## Showcase



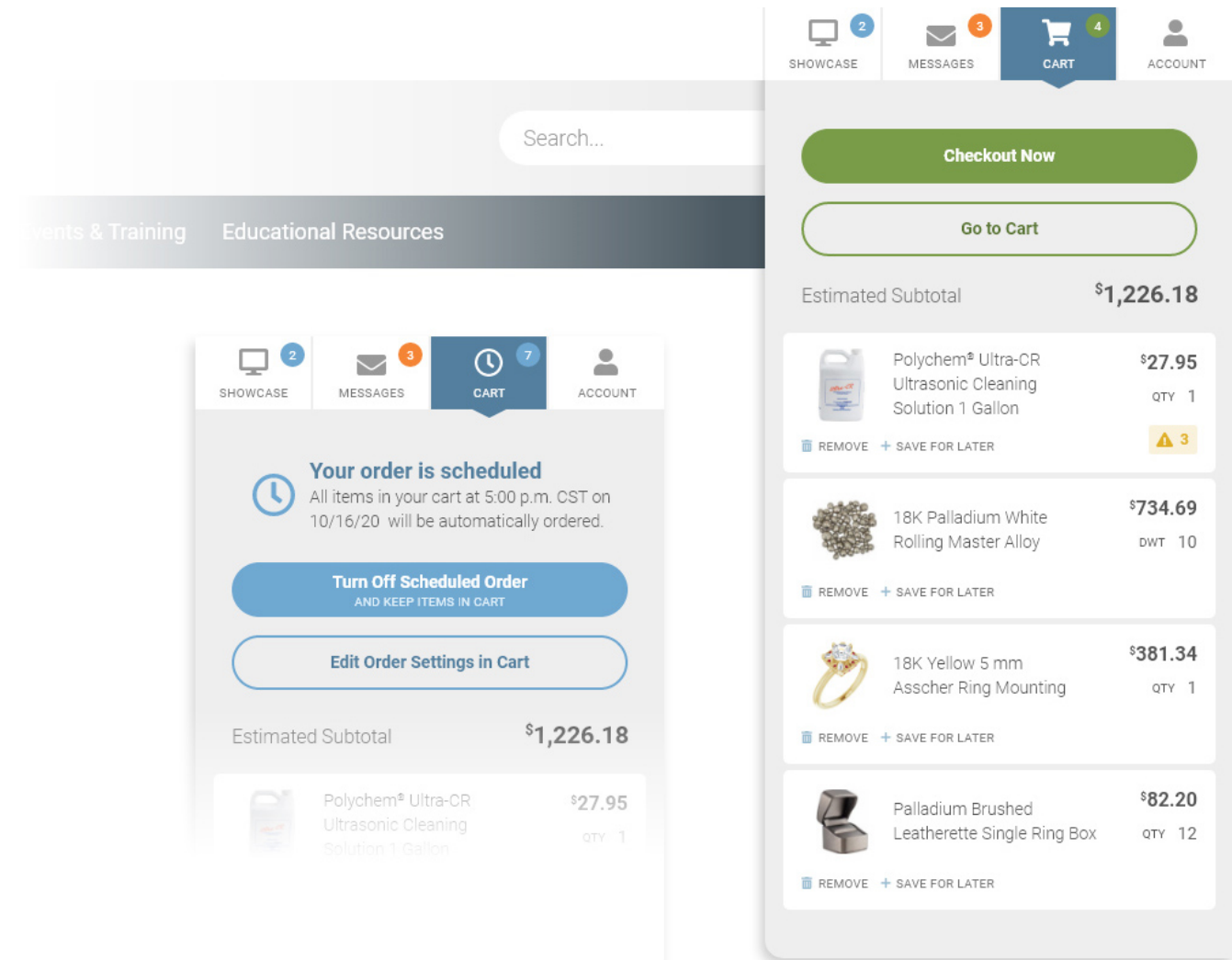
Reply to product inquiries from customers quickly and easily with the new showcase section. Showcase is a free quoting tool that lets you use Stuller's website as your own digital product guide. ([Learn More](#)) See real-time information from potential customers as they shop your showcase site. From the homepage you can quickly enter showcase mode with customers and get notified of purchase inquiries instantly. You can access settings and receive guidance to maximize your showcase opportunities. Finally, notifications are clearly marked near the message center and shopping cart.

## Messages



Up-to-the-minute order status updates will be communicated in the message center. Color coded messages will help you to distinguish which messages need urgent attention. Toggle buttons make it easy to sort the different types of messages in your inbox. Use this feature to communicate with the Stuller Customer Experience team for help with orders.

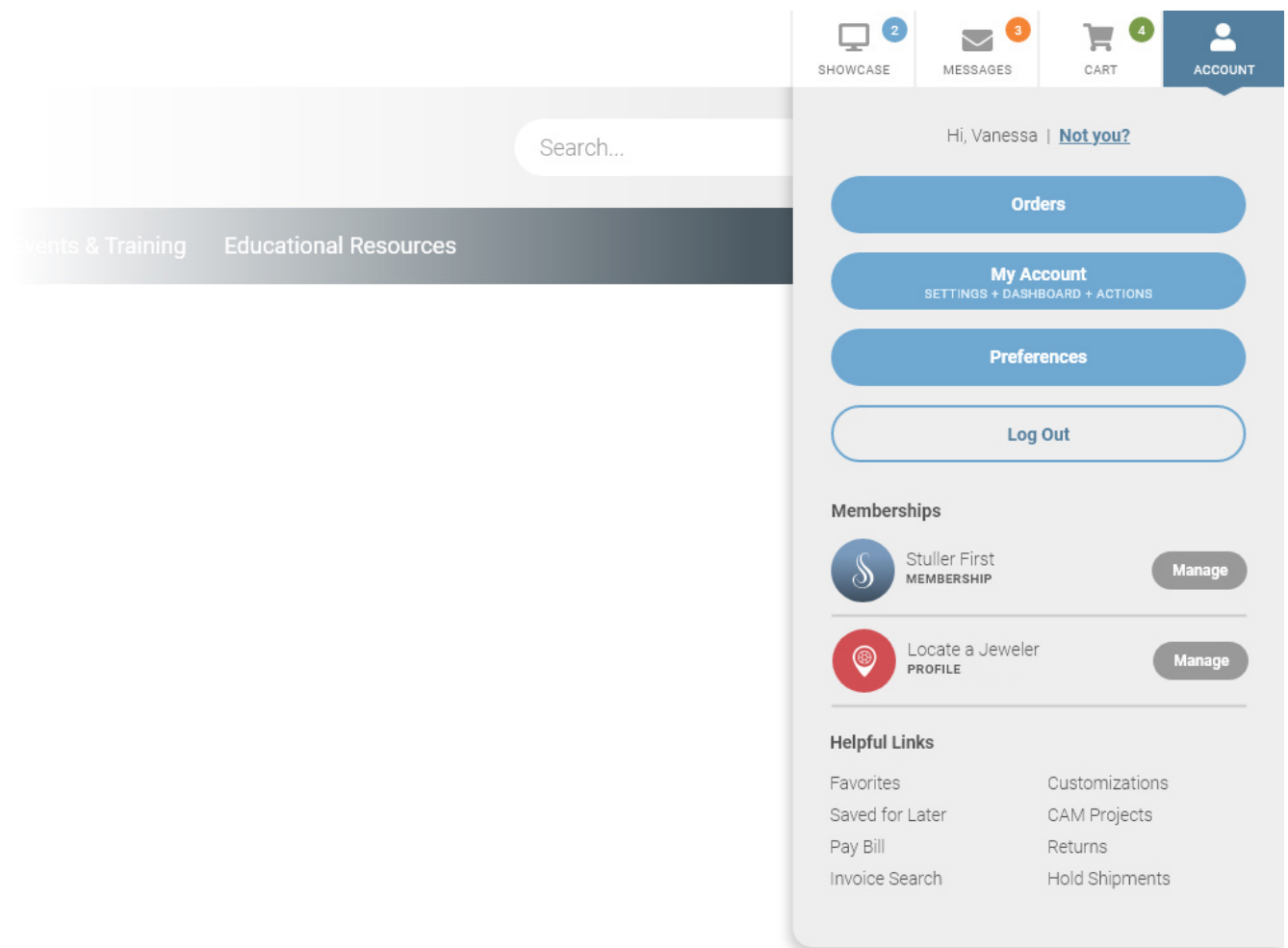
## Cart



Most of the orders we fulfill contain multiple items and keeping up with all of them can be a challenge. Our new shopping cart section displays more information in a clear format with product thumbnails and prices. The 'save for later' function keeps a running list of products you picked for future purchase. At the top of the section, an easy-to-find 'Checkout Now' button brings you straight to the payment page to get your items fast.

Scheduling orders is a breeze and is a popular option for customers who need to keep stock of consumables and supplies. Fine jewelry customers also use this feature to prevent smaller shipments from arriving on multiple days. Set a time for the order to be placed and have all your items sent at the same time. This will save on shipping and make sure you never run out of the things you use most.

# Account



Account settings and preferences are easily accessible at the top of the page. These options will follow you on any page that you are shopping. Payment options and preferred shipping addresses can be edited quickly. You can also easily look back at past orders and reorder, as necessary.

We welcome your feedback on the new look of Stuller.com. Feel free to message us on our social channels listed below. We're always open to your ideas and suggestions for ways to make the experience even better. THINK BIG. This site was built with you in mind, so your buying experience is our top priority.

Happy Shopping and as always, thanks for choosing Stuller.