

# Masters in the Priceless Art of Excellence

The spirit of Jabel encompasses artists, craftsmen, even engineers, working together as Masters in the Priceless Art of Excellence.

Jabel is dedicated to creating the finest quality possible, utilizing various steps and processes that are slower and more costly, but for which there is no substitute in the production of fine quality pieces.

Since 1916, Jabel has been creating fine jewelry for individuals who recognize and appreciate fine quality. We utilize 18K gold and platinum and fine diamonds in our pieces. The pages that follow represent a limited sample of our products. Ask your jeweler about the pieces that most appeal to you.

# Jabel Remounts

Your diamonds and precious gems can be reset into a beautiful new creation, hand-crafted especially for you by Jabel's designers and artisans. We can work from an existing piece of jewelry or from an image in your mind's eye. A full-color artist's rendering will be presented to you for approval before we begin to shape gold or platinum.

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### Reference Page

We are always happy to accommodate an order tailored to your specifications. This page should help you with the ordering process. Prices are shown in the accompanying Price Book.

#### How to order -

Please include the following information with your order.

- Account number
- Prefix and base style #
- Head style
- Carat size
- Diamond quality
- Metal
- Desired delivery date
- Purchase order #
- Finger size if applicable

Please, remember to give us your store name.

#### Metals

Jabel jewelry is available in the following metals.

18k white gold 18k yellow gold Platinum 14k pink gold 14k green gold

Jabel 18K white gold is alloyed with palladium.

- If you order yellow or white jewelry, the major diamonds and melee are mounted in 18K white gold unless otherwise noted.
- "ALL YELLOW" indicates melee only are to be set in yellow gold.
- Major stones that are to be set in yellow gold must be specifically requested.

#### **Style Numbers**

Each style number in the catalogue and price book has a prefix. The **prefixes** have the following meaning.

- BL Blank, accommodations for stones, no stones provided.
- DC Diamond complete, item priced complete with diamonds or colored stones.
- NS No stones, original design has no provisions for stones.
- SW Seamless wedding ring
- DM Diamond mounting
- CW Carved wedding ring
- CD Color and diamond
- CO Color only

#### **Jabel Services**

**Remount & Special Orders -** Jewelry in our catalogue may be utilized for your special needs. (see page 22)

Jabel Stone Buyers' - sources make it possible for you to offer extraordinary gems to your customers.

Advertising & Promotional Material - Ads, digital color images of Jabel jewelry, postcards, booklets, any special promotional request, these are all available to our customers. Please call.

#### Introduction



We at Jabel have been manufacturing fine jewelry since 1916 and we are very good at it - the BEST. Our mission, the reason for our existence, is to create the finest possible jewelry and to help you satisfy the wants and needs of your customers. Our salesmen visit with you to inform you and your staff about Jabel products and services, to show you samples of what we are currently manufacturing and to help you decide what inventory of Jabel merchandise you need to successfully sell Jabel to your customers.

WHY THIS CATALOGUE? Your Jabel representative cannot be in your store 365 days a year, but your Jabel catalogue can be. It is a reference and a resource you have at your fingertips. The catalogue offers a host of ideas and choices for you to add to your saleable inventory. This catalogue is also designed to be an aid for you when working directly with your customer. You need to have in stock a representation of our line - surely not our entire line. Using this catalogue along with the Jabel merchandise you do have in stock, you can give your customer almost unlimited choices of additional Jabel merchandise.

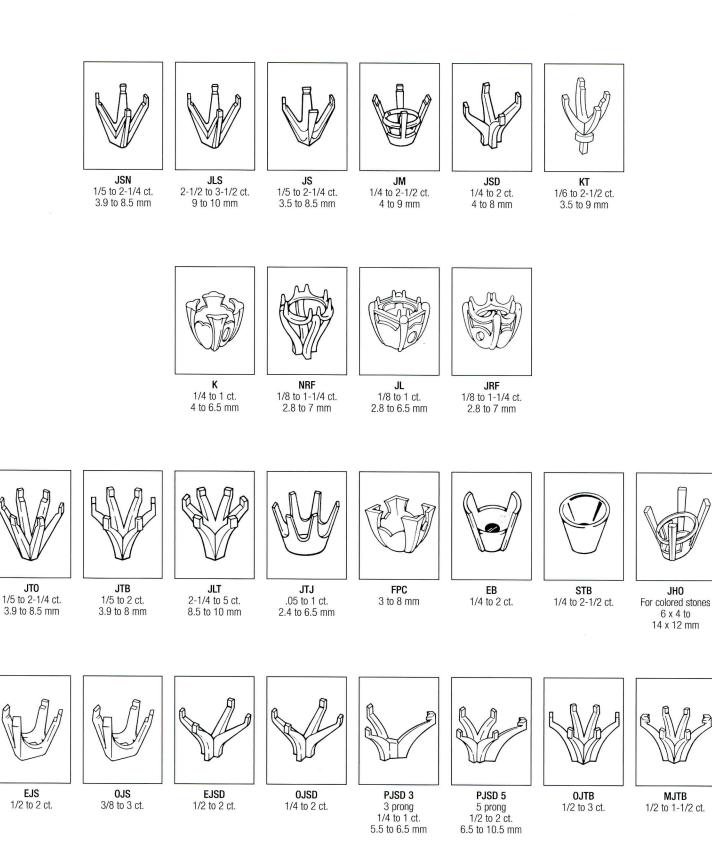
THE MOST SUCCESSFUL JABEL CUSTOMERS TAKE ADVANTAGE OF US. This catalog can help you do just that. They realize that we have a large variety of die-struck heads available for our pieces. Our most successful customers understand that a shank shown on one particular ring can be applied to heads or a top illustrated on another style number. Our most successful customers know that a ring or add-a-cluster piece can be transformed into a pendant or earrings. WE ARE DIFFERENT BECAUSE WE MANUFACTURE OUR OWN JEWELRY AND BECAUSE WE MANUFACTURE THE SHANKS, THE SETTINGS AND THE PARTS THAT MAKE UP OUR JEWELRY.

This catalogue places our talented jewelers in your store. Look through the catalogue and keep your mind and imagination open. Don't be concerned about style numbers. Call us with your ideas. Tell us what you are looking at in the catalogue and how you want to use it. Please take advantage of our Special Order and Remount Department. Even if you have only a general idea of what you need, call us and give us the opportunity of working with you. We love to sell our standard pieces right out of the book, but we especially enjoy creating pieces for your special and specific needs.

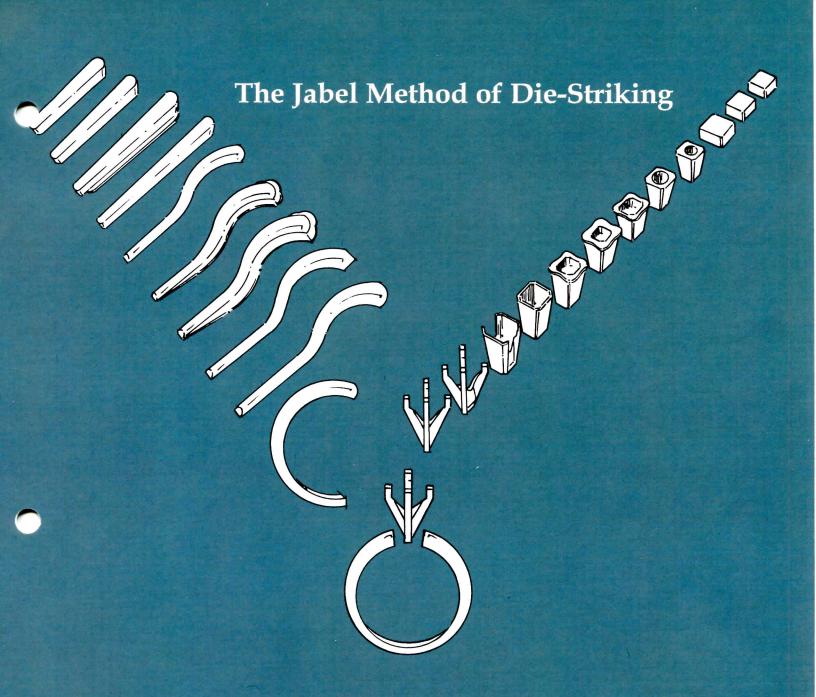
The catalogue is organized by product category. Refer to the Table of Contents. There are reference pages illustrating the Jabel Method, Die-Striking, and our wide variety of die-struck heads. The Price Book located within the catalog is organized for your ease and convenience. Every product page is reproduced in the price book with the relevant and necessary information next to the page.

Use this catalogue. Take advantage of us. Allow us to serve you and demonstrate why we are "Masters in the Priceless Art of Excellence".

Here are the most sought after jewelry heads that you can purchase for your precious diamonds and gems. These die-struck settings are beautiful and they hold your stones safely and firmly



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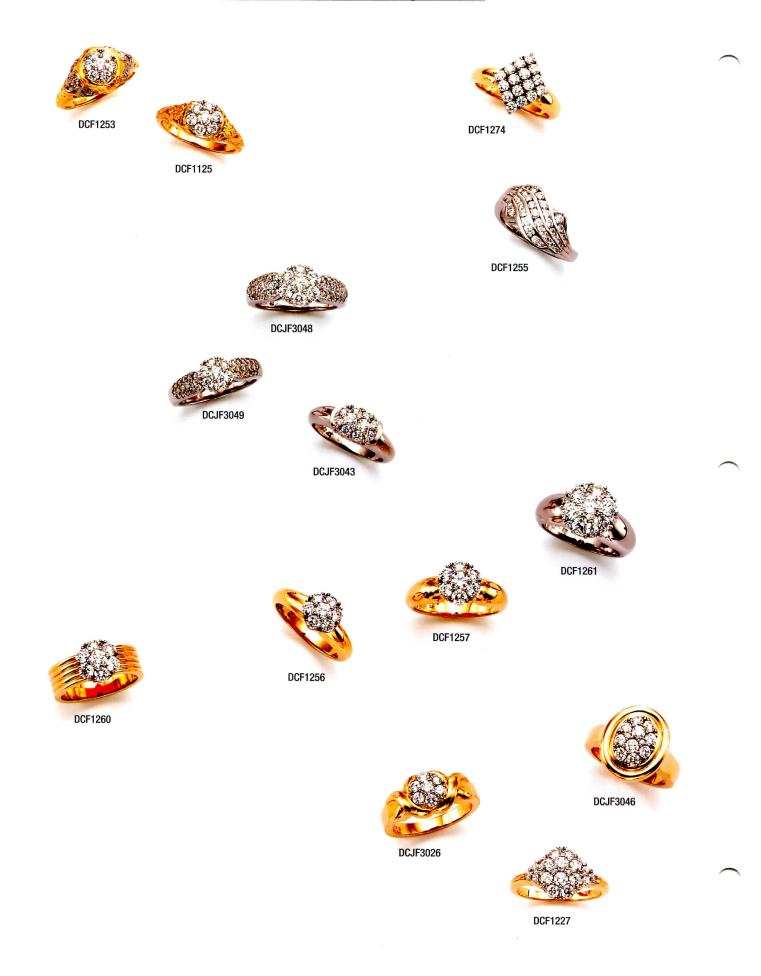


The Jabel Method creates the safest, most beautiful settings, shanks and findings to display your precious diamonds and gems.

Almost 90 years of experience gives us the right to make this statement. So - how do we do it? This illustration shows the progression of our Jabel JSN setting and 2985 shank. A bar of alloyed gold is rolled under heavy pressure producing a metal ribbon that is non-porous, solid, homogenous and uniformly strong in the desired thickness. Pieces are blanked out by dies and put through alternate operations of pressure (striking) and heat treating (annealing) as demonstrated in the drawing above. This creates a gold finding that is not only dense, but also very malleable. All of our settings and most of our jewelry parts are created in this fashion. There isn't a better method of creating long wearing, high-quality jewelry.

This process, used exclusively by Jabel, allows us to keep control over all aspects of fashioning the finest jewelry available. Hubs, dies and forces used in the striking process are produced right in our own Tool Room. The gold is alloyed in our own furnace room. Gold is available in 18K yellow and white and 14K yellow, pink and green. Our 18K white gold is alloyed with paladium for extra-strength and malleability. We also create desired pieces in platinum. The Jabel Method, sometimes requiring 35 separate steps, creates jewelry that is perfectly proportioned, exquisite in detail and superior in finish. Our jewelry will stay beautiful for many, many years. Our Method and our attention to detail allow you, our customer, to have complete confidence and total trust in the Jabel products that grace your store displays.

Fancy Rings



Fancy Rings









DC4485W

























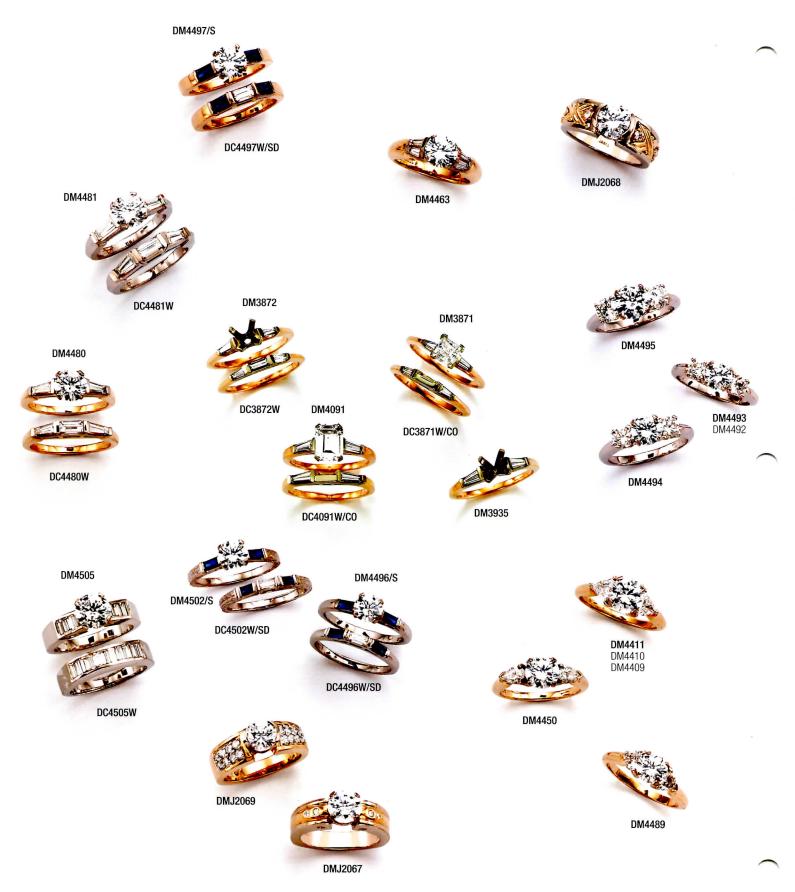


DCJW2076

Diamond Ensembles



Diamond Ensembles



**Japel** 12

Diamond Ensembles







**NSJW1047** 





BLJ1052/STB



BLJ1035







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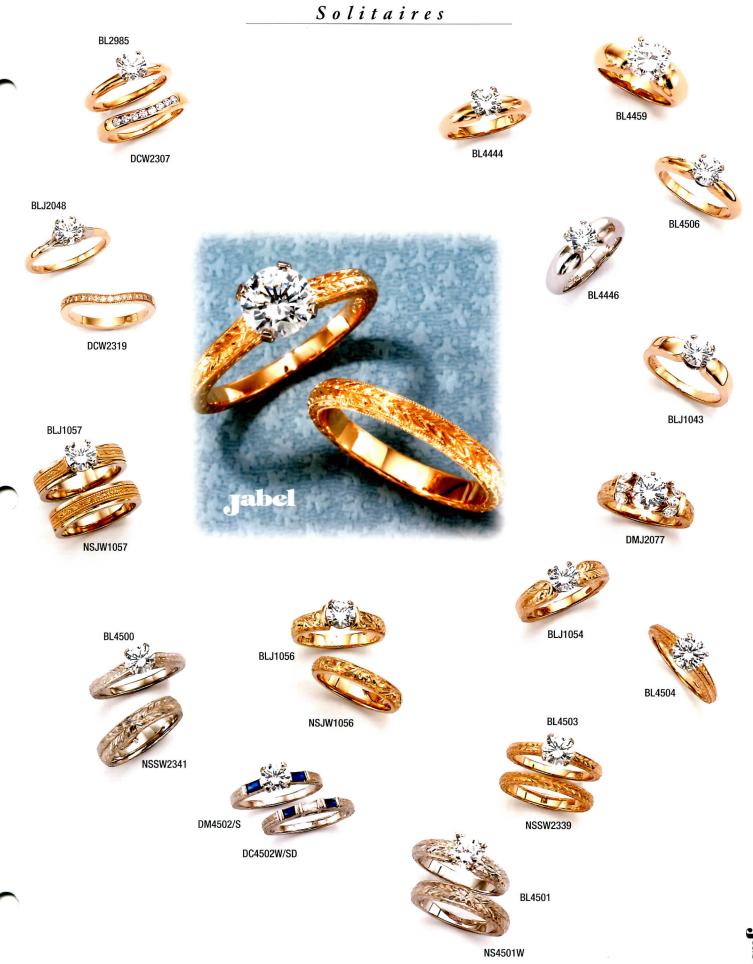


BLJ1051

BL4508

BL4474

BL4472

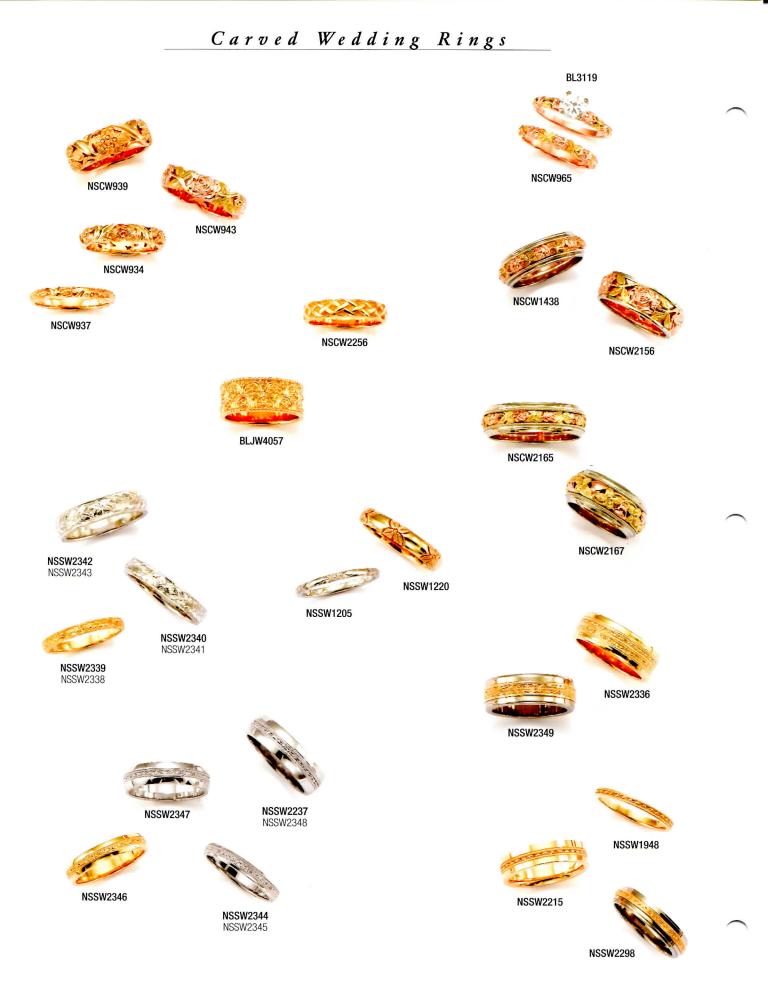


# Seamless Wedding Rings



Seamless Wedding Rings





Diamond Wedding Rings





DCW2326

20

# Diamond Anniversary Rings







DCAW1019



DCAW1036

DCAW1035

Jabel



DCAW1025



DCAW1029





DCAW1001 DCAW1004 (1/2 way around)



DCAW1002 DCAW1005 (1/2 way around)



DCAW1013 DCAW1017



DCAW1027 DCAW1028



DCAW1033 DCAW1034



DCAW1010



DCAW1018



CODDICK CODDICK

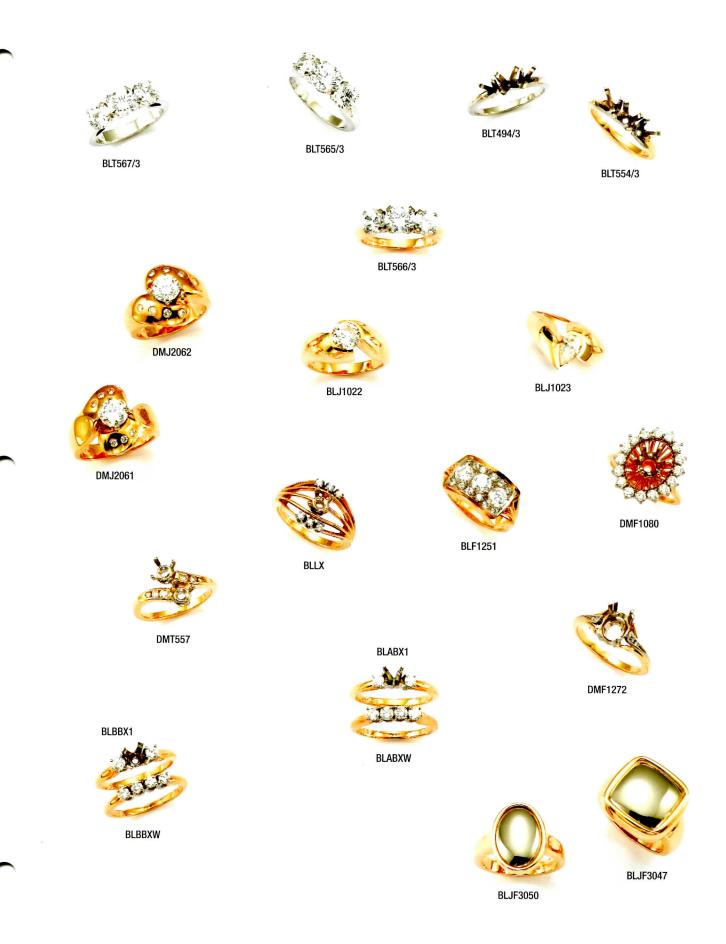


"Masters of the Priceless Art of Excellence" truly makes itself apparent in our Remount and Special Order Department. The best part of Jabel kicks into gear when a customer contacts us with a special project. Jabel has the resources to create a specific design for a customer's individual needs and desires. This special piece of jewelry is created for you and your customer by the same talented Jabel artisans using the same high-quality parts and findings that produce our Jabel line.

These two pages are only the tip of the iceberg. The rings and pendants illustrated can accommodate a variety of center stones and melee. All the pieces in the catalogue, except for clusters and add-a-section bracelets, are available for your special orders. We can create a piece for you even if there is no similar piece presently in the line. We will take your information, create a personal rendering and estimate and, upon your authorization, proceed to create a finely made, dazzling piece of jewelry unique to your customer, to be cherished and admired for generations.



Restyle/Remount



## Jabel Color

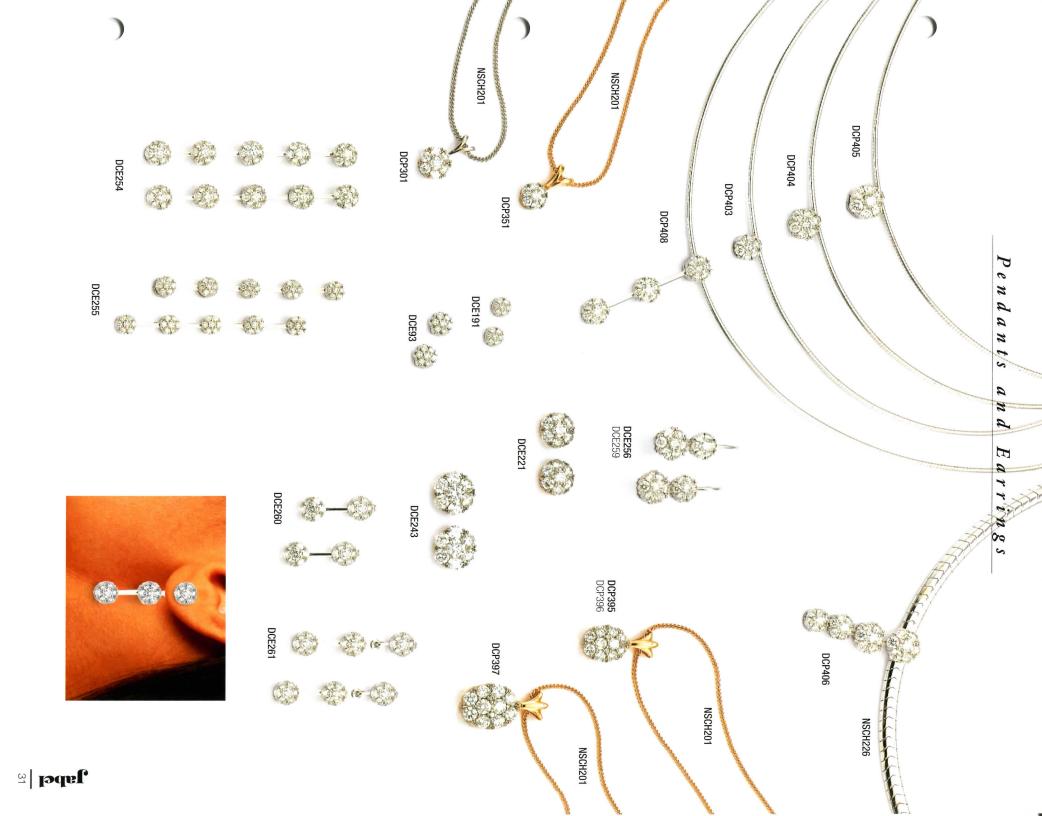


Men's Rings



**Jabel** 29















Welcome to the world of the Jabel Add-A-Section Bracelet. Enter this world and your gift-giving needs from holiday to holiday, celebration to celebration are taken care of. Select a stylish Starter or partial bracelet for your special occasion. Then, for each birthday, anniversary and holiday thereafter, add another section.

#### The gift that grows more precious with time.

The bracelet becomes a magnificent, complete piece of jewelry - to be worn comfortably and securely, to dazzle and be adored, to be treasured for generations.

The look, the quality, the feel – all are incomparable. Year after year, additional sections match perfectly – no problems. These bracelets truly will last for generations. Enjoy Jabel quality and find out why we are "Masters in the Priceless Art of Excellence."

The bracelets pictured on the following pages are our newest and most popular styles.

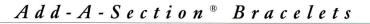
Top to Bottom: DCFB112/complete, DCFB112/5, DCFB112/starter





## Add-A-Section<sup>®</sup> Bracelets







## Add-A-Section<sup>®</sup> Bracelets











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