

# THE RETAIL JEWELER

The Official Magazine of The Independent Jeweler • Volume 5, Issue 7 • October 2014



# *New* and **NOTEWORTHY**

## **Zultgems Increases Zultanite Availability.**

Zultgems™, authorized Zultanite® distributor announced an increased demand for the gem within the last 12 months, as well as some of their plans for the future. Beautiful, rare and ethically mined with environmentally safe techniques, Zultanite® is a natural color changing gemstone found at the world's only Zultanite® mine in Turkey's Anatolian Mountains.

After ongoing celebrity and media placements, in tandem with the gem's appearance on two episodes of the internationally airing 'Game of Stones' series on Discovery Channel, Zultanite® has experienced a significant increase in market awareness. Zultgems™ anticipates this demand will continue to grow through word of mouth and constant exposure as Zultanite® continues to solidify its position as an increasingly mainstream jewelry gemstone. Garnering recognition usually reserved for more established gemstones such as Tanzanite, Zultanite®'s increased demand is especially noteworthy considering the gem has only been commercially mined since 2006. The significant exposure of Zultanite® has led to increased sales across all sizes, with the greatest impact felt in calibrated gemstones, especially below 2 carats. Zultgems™ recommenced lapidary of calibrated gemstones in the second quarter of 2014. Initial production is estimated at 1,000 carats per month with further increases expected in 2015, based on mine production.

To augment its rough reserves, Zultgems™ will recommence full-scale mining in the third quarter of 2014. The mine is currently undergoing scheduled reclamation and anticipated monthly production is estimated at 20 kilos per month by the end of 2014. Mining will continue throughout 2015, while the estimated deposit life of this sole source is 10-15 years. Mining such a rare gemstone remains a challenge with up to 50,000 metric tons of the host rock (Bauxite) needing to be extracted to obtain just 1 kilo of rough Zultanite®. With a yield of only 2 percent, this results in only 100 carats of faceted gemstones.

Zultgems™ continues to be successful in communicating Zultanite®'s unique attributes to global jewelry consumers through relationships with leading jewelry designers, regular repeat shows on an expanding selection of home shopping networks, and its presence on cruise lines in the Caribbean and Mediterranean. Aside from meeting increased demand

# New and NOTEWORTHY

Zultanite® on several new home shopping networks in 2014 and 2015. Zultanite®'s continued popularity with jewelry designers has led to Zultgems™ latest collaboration with Kat Florence™, whose Zultanite® jewelry has been placing on the red carpet since March 2014.



Key to its success, the Zultanite® brand is a stringently applied quality guarantee with optimal lapidary to maximize inherent color change and scintillation; no enhancements or treatments; formalized calibrated cut standardization; and strictly enforced eye-clean clarity. This ensures everyone who owns a branded Zultanite® receives untouched, natural gemstones, expertly finished to reveal their hidden beauty.

This commitment to quality has been critical in encouraging initial and increasingly repeated purchases. Zultgems™ is also at the forefront of consumer protection with every Zultanite® they supply coming with the Zultanite® Authenticity Guarantee. Zultgems™, in tandem with the trademark owners Global Licensing N.V., has also re-launched [www.Zultanite.com](http://www.Zultanite.com) this month, providing a multitude of easily accessible information on Zultanite®, from jewelry worn on the red carpet to where the gems can be purchased. Not surprisingly, this website is closely integrated with Zultgems™ primary website, [www.Zultgems.com](http://www.Zultgems.com).