

provide improved control and handling, with a wide, rounded profile for even surface distribution. The tool's exclusive "BioSpring" reduces spring tension while cutting, to lessen fatigue and enable more efficient cutting and safer handling. The tension and maximum opening of

with a simple movement of the spring end in the retainer opening of the handle. The tool measures 5.5 inches long.

> 255 Hancock Ave., P.O. Box 3998  
 Bridgeport, CT 06605  
 (203) 366-5400, (800) 243-4466  
 fax (203) 366-3953  
[www.gesswein.com](http://www.gesswein.com), [info@gesswein.com](mailto:info@gesswein.com)

## Martin Flyer donates pink diamond proceeds for breast cancer research

A portion of proceeds from Martin Flyer pink diamond sales will go to breast cancer research throughout 2006.



Martin Flyer has launched a breast cancer charity initiative for the 2006 calendar year. To support breast cancer research, the company will donate 5 percent of proceeds from all sales of its pink diamond jewelry, including rings, earrings, necklaces and bracelets.

In-store, Martin Flyer will support the initiative with counter cards and collateral materials, and the company will provide additional advertising support to participating retailers. Martin Flyer ads will be tagged with the pink breast cancer ribbon in support of the program.

A Martin Flyer team will take part in the Avon Walk for Breast Cancer, a two-day marathon-length walk through New York in October.

"Now, a gift of love can save our loved ones," says Karen Flyer, the jeweler's director of marketing. "For the 2006 calendar year, we at Martin Flyer will do our part to help eradicate breast cancer. We hope our retailers can help by stepping up their purchases of pink diamond rings, earrings, necklaces and bracelets. I am proud of our company for undertaking such an important initiative and look forward to seeing it roll out throughout the year."

> 48 West 48th St., Suite 401  
 New York, NY 10036  
 (800) 223-0330, (212) 840-8899  
 fax (212) 768-0124  
[www.martinflyer.com](http://www.martinflyer.com)

The 32-page full-color catalog features the most popular custom-packaging styles, as well as an expanded selection of custom packaging, including a new line of European-style boxes.

All boxes, pouches, folders and bags in the company's line can be imprinted with store information, upon request, in either gold, silver or a range of other colors.

> 58-21 56th Drive  
 Maspeth, NY 11378  
 (800) 95-BOXCO, (718) 326-1140, fax (718) 326-2840  
[www.boxcoUSA.com](http://www.boxcoUSA.com)



## iWEAR's hardware-based collection finds its niche among Southeastern jewelers



The nuts and bolts of iWEAR's jewelry line seem inspired by the shelves of Home Depot.

Offering a distinctive architectural presentation, Dawn Pilpel's licensed iWEAR designs feature base metals such as stainless steel, aluminum and brass, embellished with Swarovski crystals, glass pearls and wood.

The line was introduced in fall 2005, and has received tremendous response from retailers and galleries, according to the company. Sales efforts have been focused on the southeastern United States, with exhibitions at trade shows throughout Florida, Georgia and the Carolinas.

Currently, the line is being sold in galleries and specialty boutiques. Wholesale prices range from \$10 to \$70, and pieces come ready to sell, in iWEAR packaging.

> (614) 477-3115, [d@iweardoyou.com](mailto:d@iweardoyou.com), [www.iweardoyou.com](http://www.iweardoyou.com)

International, a fine jewelry and watch retailer based in the duty-free Caribbean market.

In addition to developing jewelry and watch assortment plans in a duty-free environment, Hinton-Parker's background includes international product sourcing and private-label brand development for direct import in both jewelry and watches and apparel and accessories.

Little Switzerland operates 17 luxury jewelry and watch boutiques throughout Alaska, in Key West, Fla., and on five Caribbean islands including four locations in St. Thomas, as well as outlets in St. Maarten, Aruba and Barbados.

## Color Craft taps LaRoux for its national sales manager position

Frank O. LaRoux has been named national sales manager for Color Craft.

In his new role, LaRoux will handle major Color Craft accounts that promote the company's combination of top design and access to the latest in gemstone technology.

LaRoux's 37 years of jewelry industry experience include posts with Friedman's Jewelers, Kay Jewelers, Sterling Jewelers and Zale Corp.

For the past 10 years, LaRoux has worked as national sales manager for Am-Gold. He was also general merchandise manager for LID and, most recently, served as president of EMA-USA Diamond Manufacturers, a Diamond Trading Co. sightholder.