

Tick Tock Talk



Simply the friendliest supplier on the planet!

December 2008

JBC Friends

Time Sneaks Up

Here it is, another hectic holiday season, with too much to do, including planning for capital expenditures and staying in stock. We promise to fill your orders as quickly as possible!

Inside

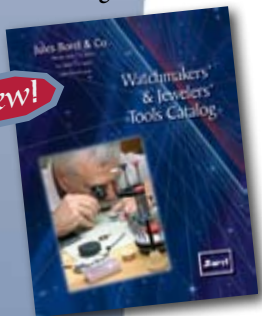
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The elves at Jules Borel & Co are working hard to make your Holiday Season a good one! We wish you the best year ever.



New!

Do you have yours?

- Our new Tools Catalog was mailed in mid-November
- Full color, fully indexed and well organized.
 - Watchmakers' AND Jewelers' Tools Catalog combined for greater efficiency.
 - The perfect companion to last year's Horological Products Catalog!
 - If you haven't received your copy, give us a call.

Cat T-08 N/C*

*Free to qualifying customers, \$10.00 with coupon to others



SweepZone™ Watch Cleaner

This super ultrasonic cleaner cleans watches with the first beaker used as the cleaning jar and the other two beakers for rinses. Use LR-415 or a similar dryer. See page 157 of your new Watchmakers' & Jewelers' Tools Catalog. Set Includes:

LR-S200	1	Ultrasonic Cleaner
LR-40006	3	600ml Beakers
PM336	3	Beaker Covers
VIB-RM03	1	Basket Complete
LR-18710	1	Beaker Lid

Stock#	Description	Price
LR-2000	Sweepzone & Accessories	\$ 872.90

We will be closed Thursday and Friday, 12-25 and 12-26-08, and Thursday 1-1-09.

Happy Holidays from Jules Borel & Co.



Add-on Sales Add Up

Don't just think of it as jewelry cleaner—
These consumer jewelry items are:

- Great as a giveaway with purchase
- Perfect in a gift basket
- SSS--Super Stocking Stuffers
- "Sparkle Insurance"

Why not have a contest to see who can make up the coolest gift baskets or sell the most units of cleaner before Christmas?



SparkleSparkle™ jewelry cleaner

Spritz this convenient, odor-free non-toxic cleaner to enhance the shine of metals and stones plus extend the life of rhodium and antique finishes. Everyone loves the convenient cleaning kit, and if you order at least 50 of the SparkleSparkle kits, you can have your store logo embossed on the velvet bags!

- Conveniently cleans jewelry fast
- Increases metal luster and brilliance
- Loupe clean, never a residue
- Non-toxic - Non-abrasive - Safe for gemstones
- Travel-safe, one-ounce, no-leak bottles
- Sold only by retail jewelers

Stock #	Description	J.C./Case of 12
CL1034	SparkleSparkle Gold Kit	\$ 83.40
CL1035	SparkleSparkle Platinum Kit	83.40
CL1036	SparkleSparkle Silver Kit	83.40
CL1037	SparkleSparkle Delicate Kit	83.40
CL1030	SparkleSparkle Gold & Gem Cleaner	47.40
CL1031	SparkleSparkle Platinum & Gem Cleaner	47.40
CL1032	SparkleSparkle Silver Cleaner	47.40
CL1033	SparkleSparkle Delicate & Pearl Cleaner	47.40
CL9040	50 SparkleSparkle kits at \$5.96 each	298.00



Blitz Care Cloths

The inner cloth of two is treated with cleaning, polishing and anti-tarnish agents. Use the inner cloth to remove tarnish, and the outer cloth to polish. Generously sized at 12" x 15".

Stock #	Desc.	Price ea./1	/3	/12
PS9617	Jewelry	\$ 3.50	\$ 3.25	\$ 2.95
PS9618	Silver	3.50	3.25	2.95

For more polishing cloths, check the *Cleaning and the Polishing* sections of your new *Watchmakers' & Jewelers' Tools Catalog*.



Ultra-Soft Connoisseurs® Polishing Cloth

Rougeless, dual-cloth buffing system cleans and buffs gold and silver jewelry. Lifts tarnish from all silver while leaving a protective, anti-tarnish coating. 11" x 14". Sold individually.

Stock #	Description	Price
PS270	Jewelry Cloth	\$ 4.60
PS271	Silver Cloth	4.60



Connoisseurs Portable Jewelry Cleaning

Pop-up disposable jewelry wipes are safe for fine jewelry. Special gel and unique brush create a foaming action to gently yet thoroughly clean jewelry. Jewelry soap is in a convenient pump dispenser with brush attached.

Stock #	Description	Price
CL1850D	Jewelry Wipes	\$ 6.00
CL1851	Cleaning Gel and Brush	5.00
CL1852A	Jewelry Soap	5.00

Each Kit Includes

- 1 ounce SparkleSparkle Cleaner
- 2 Gem cleaning brushes
- 1 lint-free cleaning/polishing cloth
- 1 luxurious black velvet pouch



Promote Your Store the Easy Way

Make every jewelry purchase a powerful branding and referral opportunity for your store with custom logo SparkleSparkle cleaning kits.

50-piece minimum



Nontoxic Jewelry Cleaning Solutions

Nontoxic Blitz Gem & Jewelry Cleaner is one of the leading jewelry cleaners on the market. Ideal for cleaning all non-porous precious and semi-precious gem jewelry, Delicate Gem & Pearl Cleaner is formulated to gently clean and restore the luster to softer gem jewelry. Using an electrochemical process, Blitz Silver Shine removes tarnish from silver jewelry in seconds. Includes jewelry basket, metal tray, cleaning powder and polishing cloth.

Stock #	Description	Price ea./1	/12
BLITZ-6510	8 oz. Gem/Jewelry Cleaner	\$ 2.35	\$ 2.00
BLITZ-6710	Delicate Gem/Jewelry Cleaner	2.35	2.00
BLITZ-6920	Jewelry Care Kit-Jar and Cloth	5.00	4.50
BLITZ-6810	Silver Shine Silver Cleaner	3.50	3.00
BLITZ-6530	8 oz. Cleaner Concentrate (not shown)	2.75	2.25



Connoisseurs Jewelry Cleaners

Clean jewelry by placing it in the dipping tray and into the appropriate solution for a few minutes. Eight ounces.

Stock #	Description	Price ea./1	/12
CL1880	Silver Cleaner	\$ 3.40	\$ 2.70
CL1885	Regular Cleaner	3.40	2.70
CL1868	Delicate Cleaner	3.40	2.70



Blitz-906



LaSonic Jewelry Cleaner

Regular or delicate stone concentrated cleaner. Eight-ounce bottle makes a half gallon.

Stock #	Price ea./1	/3	/12
CL1857 Reg.	\$ 4.00	\$ 3.53	\$ 39.72
CL1856 Del.	5.10	4.53	51.24



Blitz-903

Blitz-2000

Ultra Cleaning Machines

The Blitz Ultra Jewelry Cleaning Machine has a two-speed cleaning action, dual tanks for cleaning and rinsing, a jewelry basket and brush. Two cleaners and a cloth are included. The battery-operated Blitz Ultra II Jewelry Cleaning Machine is perfect for travel. Featuring a single tank and two speed cleaning action, includes two packets of cleaner concentrate, a jewelry basket and brush. The battery-operated Ultra-2000 uses an eight-ounce jar of Gem & Jewelry Cleaner as the cleaning tank, allowing quick interchanging of cleaning formulas. The Ultra 2000TM incorporates two speed cleaning action and includes a jewelry basket and brush.

Stock #	Description	Price ea./1	/6
BLITZ-906	Electric Cleaner/solutions	\$ 19.50	\$ 18.50
BLITZ-903	Battery Cleaning Machine	12.50	10.95
BLITZ-2000	Battery Machine /solutions	17.50	16.50



Personal Ultrasonic Cleaner

Sell these attractive, compact, ultrasonic cleaners to your customers. Includes one-pint capacity tank, 6" x 3.5" x 2.5", transparent cover, and a removable basket. Uses 42,000 energy producing sound waves per second and 35 watts. Perfect for home use. 110 volts.

Stock #	Description	Regular	Sale
CL3052	Personal Ultrasonic	\$ 39.95	\$ 32.25

Elmaspheric Leak Detector

Detect whether the watch has a big leak or a small leak using this machine similar to the Witschi Proofmaster. If the leak is small enough it will allow pressure to remain in the watch, and the air bubbles can be seen at the point of the leak when dipped in a glass of water. Programs include seven predefined programs, 10 programmable test cycles, and a special program for the localization of leaks. Test by pressure and/or vacuum from -.8 to 10 BAR. A high-resolution deformation sensor works in a nanometer range. Test watches with or without strap with a maximum watch diameter up to 70mm and thickness to 28mm. Includes a Jun Air compressor.



Available 2009

Stock #	Description	Price
TS-ELMASPHERIC	Leak Detector with Jun Air	Call



Poseidon LT-100

Test waterproofing up to 10 BAR under vacuum and pressure using the principle of deformation measurement. The center gauge indicates the watch is in the proper position before testing. Determines stabilization and measures time for accurate results, shown with numbers and a color diagram. Operates five fixed programs for the easy choice of water resistance plus seven programs for individual tests. Displays a test diagram to show the distortion. Attach a printer to print the certificate. Maximum watch size 50mm diameter x 30 mm thick.

Stock #	Description	Price
VIB-LT100	Waterproof Tester	Call

Select a Gast or Jun Air compressor for this tester.

**Special during December 2008!
Leasing options on these machines**

\$99.00 down payment and \$99.00 per month for the first 6 months, then approximate payment amounts are listed. Specific payments will be calculated before purchase, plus user tax when it applies Offer expires 12-31-08.

ACS900 Ultrasonic Watch Cleaning Machine

- \$631.00 per month for 24 months
- \$447.00 per month for 36 months
- \$355.00 per month for 48 months
- \$299.00 per month for 60 months

Natator 125 125 Bar Waterproof Tester

- \$315.00 per month for 24 months
- \$223.00 per month for 36 months
- \$177.00 per month for 48 months
- \$150.00 per month for 60 months

**LT100 Poseidon Waterproof Tester
Elmaspheric Waterproof Tester
Kronoglass Crystal Cutter**

- \$266.00 per month for 24 months
- \$188.00 per month for 36 months
- \$150.00 per month for 48 months
- \$127.00 per month for 60 months



Remember to plan for Year-end Capital Expenditures

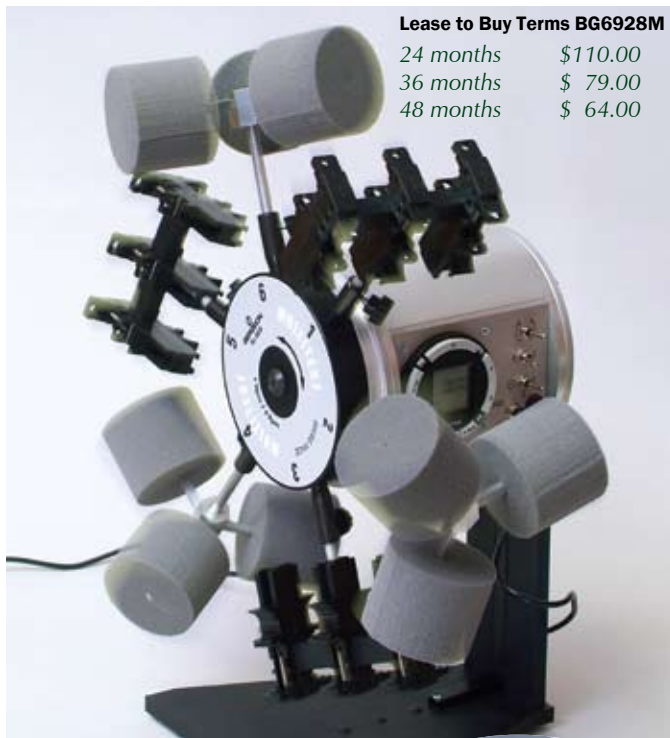


Natator 125 Tests Pressure to 125 BAR

The ultimate testing machine, the Swiss-made Natator 125 is used to test cases to 4,237 feet below sea level. Use to test high-end diving watches, which are usually tested at high pressure for one hour and low pressure for one hour. After this, a condensation test is recommended, where the case is heated to 117° and a drop of water placed on the crystal and observed for condensation.

Stock #	Description	Regular	Sale
VIB-NATATOR-125	Pressure Tester	\$ 6,995.00	\$ 5,995.00

Sale price limited to stock on hand



Lease to Buy Terms BG6928M

24 months \$110.00
 36 months \$ 79.00
 48 months \$ 64.00

Arms interchangeable with styles shown below. The special price is for the setup shown: three BG6928BR arms and three BG6080E3 arms.



1 & 4 RPM Programmable Watch Winder

Program different testing modes. Includes left and right directions and one and four RPM motor speeds. Optional arms are shown below. 110 volts. From Bergeon.

Stock #	Description	Regular Price	Special Price
BG6928M	Winder as Shown	\$ 2495.00	\$ 1996.00



BG60803E

BG6080E3

BG6928BR

Watch Winder Arms

Replacement and other arms for BG5808 and BG6928M.

Stock #	Description	Price
BG6080E	Type E Steel Arms Hold 4 Watches	\$ 150.00
BG6080E3	Type E3 Foam Arms Hold 3 Watches	118.50
BG6928BR	Type BR Plastic Holds 6 Cases, No Strap	78.50

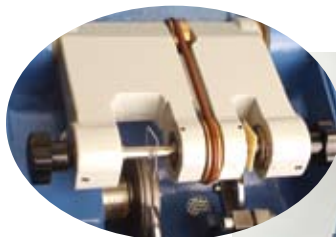


The ACS 900 ultrasonic watch cleaning machine ships with movement holders and four metal baskets plus lid. See details on page 124 of your new Watchmakers' & Jewelers' Tools Catalog.

Ultrasonic Automatic Watch Cleaning Machine

Place watch parts in the appropriately-sized basket, start the Greiner Vibrograf, and walk away. Automatic cleaning machine uses baskets in multiple jars and utilizes back and forth rotation plus ultrasonics to clean watch parts. The first jar cleans ultrasonically, the other three jars rotate back and forth at variable speeds: one for cleaning and three for rinsing. The final step is drying. Shipping weight 88 pounds. Special is good on in-stock units only.

Stock #	Description	Regular Price	Special Price
VIB-ACS900U	Vibrograf Cleaning Machine	\$ 13,500.00	Call



Cut most shapes of flat crystals using the KronoGlass Crystal Machine.



KronoGlass® Crystal Machine

Special price on ONE only in stock!

Reproduce almost any flat mineral glass watch crystal with a bevel using this semi-automatic pantograph mineral glass watch crystal grinding machine. A crystal is quickly made by following an original or a plastic pattern. It features four diamond grinding wheels, water pan and pump, and all the supplies plus 60 assorted sizes of watch crystal blanks. 110 Volts.

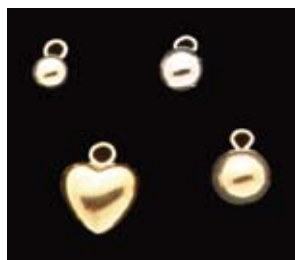
KRONO-1	Kronoglass machine	\$ 5,500.00
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Only one available at \$4995

Holiday Findings Sale!

Just like a tree ornament, polished ball earrings glisten for the holidays. Save on these classic styles with **10% off** during December 2008. Prices shown reflect the 10% discount.

Prices based on \$740 Gold Market and \$10.00 Silver Market



Finished Drops

Stock #	Quality	Description	Sale/ea.
190-329	14KY	Dangle 4mm Ball	\$ 1.90
191-329	14KW	Dangle 4mm Ball	1.96
190-330	14KY	Dangle 5mm Ball	2.80
191-330	14KW	Dangle 5mm Ball	2.66
190-331	14KY	Dangle 6mm Ball	3.39
190-332	14KY	Dangle 7mm Ball	4.85
190-335	14KY	Dangle Heart	6.75



Cubes and Filigree Ball Variety

Increase your design possibilities with these lovely 5mm filigree drops.

Stock #	Quality	Sale ea./1	/3	/10
190-336	14KY	\$ 2.98	\$ 2.74	\$ 2.60
194-336	Sterling	1.62	1.32	1.13



Beautiful 6mm filigree ball ear posts come in sterling and 14K yellow gold.

Stock #	Description	Sale ea./1	/3	/10
200-867	14KY Filigree Ball Ear Post	\$ 8.31	\$ 7.89	\$ 7.57
204-867	Sterling Filigree Ball Ear Post	1.93	1.63	1.41
200-868	14KY Filigree Ball Ear Post w/Ring	9.26	8.81	8.46

These cube-shaped ear posts are great for contemporary styles.

Stock #	Description	Sale ea./1	/3	/10
204-813C	Sterling cube 4mm	\$ 1.27	\$.97	\$.80
204-812C	Sterling cube 6mm	2.11	1.81	1.58
204-819C	Sterling cube with ring 4mm	1.31	1.01	.84
204-822C	Sterling cube with ring 6mm	2.25	1.957	1.71

Ear nuts included.

Polished Ball Ear Post with Nut

Stock up and save on these classic ball earrings, standard ear nut included. Receive 10% off during December 2008!

Size	14KY		14KW		14K Rose		YGF		Sterling	
	Stock#	Sale	Stock#	Sale	Stock#	Sale	Stock#	Sale	Stock#	Sale
2 mm							202-895	\$ 1.35	204-895	\$ 1.07
3 mm	200-811	\$ 5.82	201-811	\$ 5.27			202-811	1.32	204-811	1.03
4 mm	200-813	6.63	201-813	6.39	200-813/rose	\$ 5.60	202-813	1.62	204-813	1.49
5 mm	200-864	7.82	201-864	8.44	200-864/rose	7.02	202-864	1.51	204-864	1.58
6 mm	200-812	8.50	201-812	7.87	200-812/rose	7.94	202-812	2.35	204-812	1.29
7 mm	200-815	8.69	201-815	8.65			202-815	2.50	204-815	1.63
8 mm	200-826	10.39	201-826	10.84			202-826	3.39	204-826	1.94

Polished Ball Ear Post with Ring and Nut

Get 10% off on these classic ball earrings with rings, standard ear nut included. Stock up soon—expires 12-31-08!

Size	14KY		14KW		14K Rose		YGF		Sterling	
	Stock#	Sale	Stock#	Sale	Stock#	Sale	Stock#	Sale	Stock#	Sale
3 mm	200-818	\$ 8.78	201-818	\$ 8.99	200-819/rose	\$ 6.15	202-818	\$ 1.49	204-818	\$ 1.19
4 mm	200-819	7.26	201-819	6.69			202-819	1.92	204-819	1.89
5 mm	200-860	8.40	201-860	9.42			202-860	1.72	204-860	1.98
6 mm	200-822	7.94					202-822	1.88	204-822	2.06
7 mm	200-824	8.56					202-824	2.70	204-824	2.59
8 mm	200-825	8.30					202-825	3.26	204-825	2.84

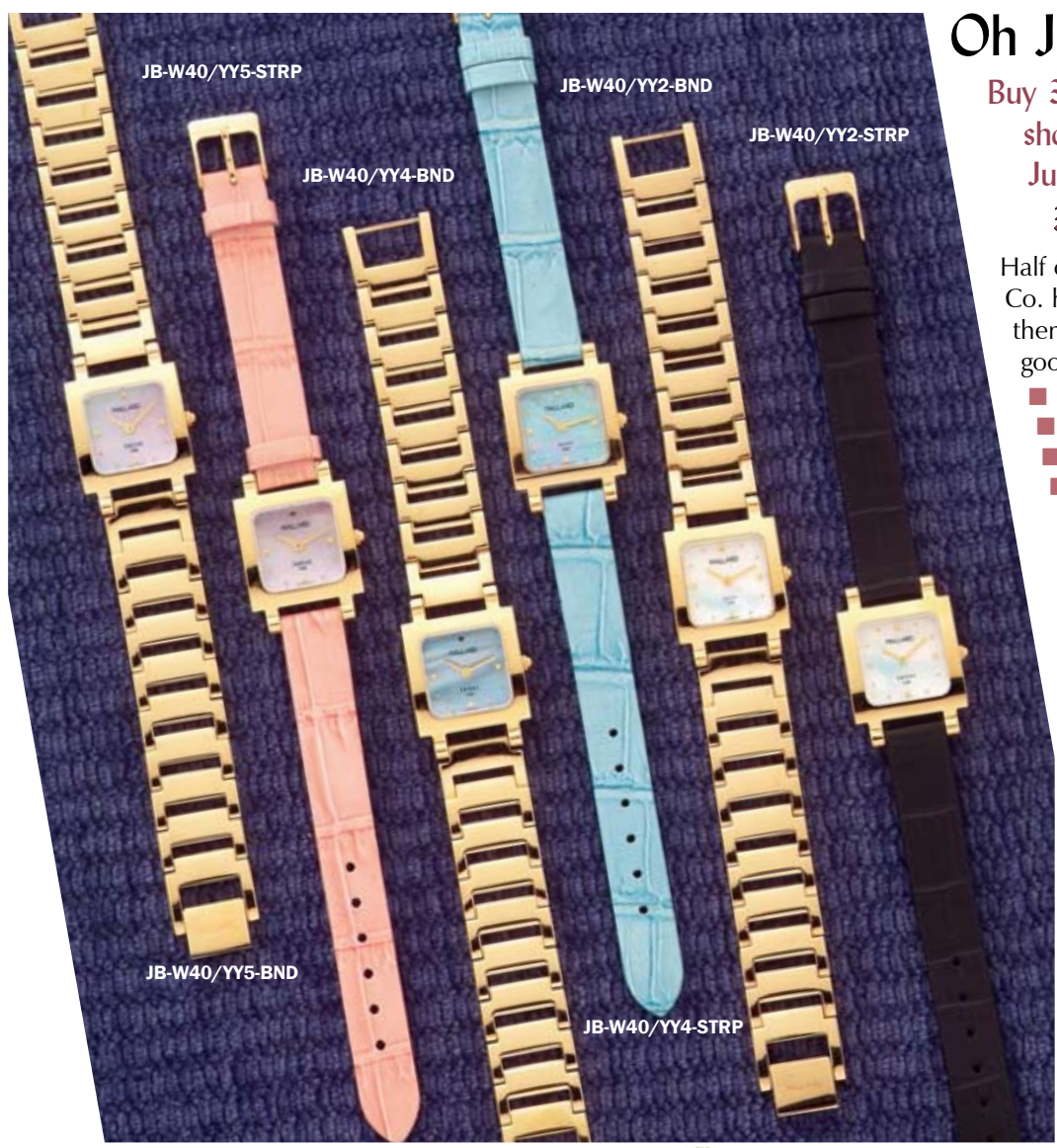
Price breaks available at 3, 10 and 50 of the same style.

Oh Juliet, Fair Juliet

Buy 3 of the gold Mallard Juliets shown, and get a **FREE** gold Juliet with leather strap plus **30-60-90** payment terms

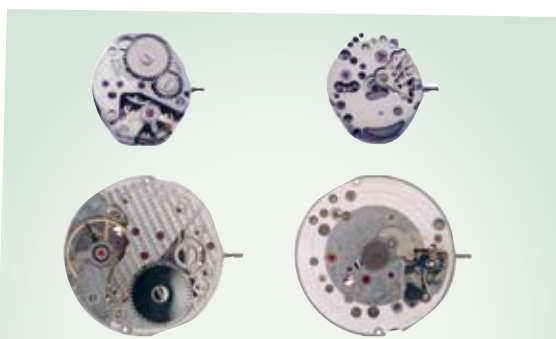
Half of the women at Jules Borel & Co. have the Mallard Juliet. They love them for their durability and stylish good looks.

- Mother-of-pearl dials for natural beauty
- Water resistant to 50 meters
- Gold-plated stainless steel case
- Swiss-made ETA 901.001 movement



Gold Plated Juliet Watches

Band	Cost	Retail	Profit
Leather	\$ 60.00	\$ 150.00	\$ 90.00
G.P. Steel	88.00	220.00	132.00



Limited Supply Movements

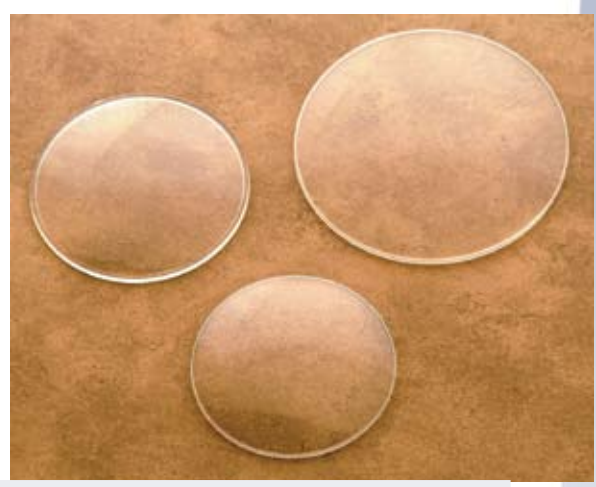
We've located some previously unavailable FHF69N ladies and FHF96 men's movements. Once these are gone, they are gone!

Stock #	Lignes	Price
FHF69N	6¾	\$ 40.00
FHF96	11½	40.00

Plastic Crystals for Alarm Clocks

Squeeze the edges of these crystals for a good fit, but not so much that the crystal bends more than the shallow dome shape.

Stock #	Price
MP50.0-187.5	\$ 6.00 ea.



Size Range	Interval	Example
MP50.0mm – 80.0 mm	.5 mm	50.0 mm, 50.5 mm
MP80.0mm – 120.0mm	1.0mm	80.0mm, 81.0mm
MP127.5mm – 87.5mm	10.0mm	127.5mm, 137.5mm

New Products



New!

Ideal for camping, fishing, hunting, skiing, snowmobiling and other outdoor activities.

Zippo Handy Warmer

What a great idea from Zippo, the maker of fine lighters! This hand warmer produces ten times more warmth than disposable warmers, operating for up to 24 hours on 0.4 ounces of fuel. The platinum-catalyzed glass fiber burner produces a radiant low-odor heat without flame. Includes handy warmer, warming bag, four ounces of fuel and a measuring/filling cup.

ZIP20088 Zippo Hand Warmer Jeweler's Cost \$ 19.95

New!



New Medical Jewelry from Doc Tock

They keep coming up with nicer jewelry for those who need to wear medical identification every day. New this year are a Sterling women's bracelet with heart shaped charm, a stainless steel key chain, and a stainless steel charm on a lobster claw for attaching to jewelry or clothing.

Style	Color	Description	Jeweler's Cost
DTJ-27	Steel	Charm with Lobster Clasp	\$ 5.70
DTJ-28	Steel	Key Ring	7.00
DTJ-61	Sterling	Ladies Hanging Heart Bracelet	81.00



New!

Kit contains three tools and three capsules with springs



Balance Spring Removing Tool Kit

Set of KIF balance spring removing tools is packaged in a divided plastic box. Springs are included.

Stock #	Description	Price
RM18538	Tool kit with springs	\$ 20.20



New!

CleanFoam swabs shown

New Texwipe cleaning swabs used by major Swiss companies

Clean dials, hands and crystals with these efficient new swabs. Use the polyester CleanTips swab for heavier smudges. The open cell CleanFoam swabs are ideal for lighter smudges and final lint clean. Will not scratch delicate dials!

Stock #	Description	Price per Bag/20	/100	/500
CL-TX758	Poly CleanTip Flat Tip	\$ 4.80	\$ 15.00	\$ 55.00
CL-TX757	CleanFoam Flat Tip	4.80	15.00	55.00
CL-TX751	CleanFoam Pointed	4.80	15.00	55.00
CL-TX700	20 each of all 3 swabs	11.95		

Borel

Tick Tock Talk

Jules Borel & Co.

1110 Grand Boulevard ■ Kansas City, 64106-2348
800-776-6858 ■ Fax 800-776-6862 ■ www.julesborel.com