

# SOLLBERGER NEWS

OCTOBER 2013

VOLUME 3, ISSUE 8

## *Jacques and Edith to visit Thailand, China & Hong Kong*



**ICONIC SITE, THE GREAT WALL, THAT REMINDS ALL VIEWERS OF THE LAND OF CHIAN**

Please keep in mind that Jacques and Edith Sollberger will embark on the educational trip of a lifetime when they leave for the Far East for the first

two weeks of November. They will be visiting a working Sapphire mine in Chantaburi, Thailand. Then, they will visit a gemstone cutting factory in the heart of Bangkok, along with a tour of the Gemological Institute of America Lab and School.

Why is this important to you?

If you have ever desired to create your own unique gemstone pieces, you can come to Sollberger's to design your own special pieces for Jacques and Edith to interactively design while in the

Far East.

Next, they travel to Guangzhou, China, in order to tour a Jewelry Manufacturing factory. Here the stones acquired in Thailand can be created into that one of a kind design.

After that they move on to Hong Kong, where they will visit a jade carving showroom and an authentic pearl fishing village

The next day they will shop at a pearl and opal showroom.

Come in October with your ideas for a one of a kind item from the Far East.

### **SPECIAL POINTS OF INTEREST:**

- ◆ "What's Your Sign?" Jewelry
- ◆ Exciting new silver mesh from A & M
- ◆ More watch innovations at Sollbergers
- ◆ Grandfather Clocks

## *Modern Technology will enable Interactive Design*

While Jacques and Edith Sollberger are touring the various original source locations for gemstones in the Far East, they can communicate with you in real time in order to receive input and approval for your designs and purchases.

What this means is that they can interact with you every step along their journey. This provides you the opportunity to view and select the stones at the source. Next, they will be the actual Jewelry Designers in order to create the exact

setting that you desire.

This is a once in a lifetime educational trip for Jacques and Edith that affords you a once in a lifetime opportunity to create your own personal jewelry pieces.

They will have access to Rubies, Sapphires, multi-colored Opals and Pearls. There will be a wide variety of these gemstones available for purchase that originate throughout the Far East.

Jacques and Edith are on a

constant quest to provide you an unique shopping experience and there is nothing as unique as hand picking your stones and stylizing the setting to your particular tastes.

So remember, come into Sollberger's during October to initiate the process to creating your own personalized jewelry. You can be certain that no one else will rob you of your unique style and design.

### **INSIDE THIS ISSUE:**

<i>"What's Your Sign?"</i>	2
<i>Care Tips</i>	2
<i>Adami &amp; Martucci</i>	2
<i>CFB CEO</i>	3
<i>Skagen</i>	3
<i>Ball pararescue team</i>	3
<i>Grandfather Clocks</i>	4



*“What’s Your Sign?”—Peace..Energy...Beauty*

One has only to look at early



civilization to know that individuals honored the heavens and the stars, it is not a new concept. What is new? A strong desire on the part of modern consumers to adorn themselves with beautifully crafted, valuable, statement

pieces that are transcendental. Jewelry lovers are on a quest to find items that reflect a universal theme.

Enter What’s Your Sign? Jewelry—Inspired by the energy of the cosmos, handcrafted, captivating collections rooted in meaning and symbolism. In the words of President/Head Designer Deidre Hanrahan, “Each of WYSJ sculptural creations are intimate, daily reminders of peace and our eternal connection to the universe.”

Like a true super nova, the

gorgeous Super Nova collection is stellar explosion in every sense. Precious or semi-precious birthstone gems and diamond enhanced stars—glimmer within the galaxy of a clear quartz dimensional disk—the pendant is bold and uniquely beautiful.

Deidre Hanrahan’s original inspiration behind her “What’s Your Sign? Jewelry brand was the vitality and radiant beauty of our cosmos.

WYSJ will always continue to honor and protect our planet for future generations.

ENTER WHAT’S  
YOUR SIGN?

JEWELRY—INSPIRED

BY THE ENERGY OF

THE

COSMOS...CAPTIVA

TING COLLECTIONS

ROOTED IN

MEANING.

*Precious Gemstones and Precious Metals Are Called Precious for a Reason*

Here are some useful handling and care tips for your jewelry. The two most common causes for the repair of jewelry:

**SLEEPING**

Never sleep while wearing your fine jewelry. Sleeping with jewelry is the number cause for loosing gemstones, as you tend to not notice when prongs get snagged on sheets and cloth-

ing. It doesn’t take much to bend prongs enough to allow a gemstone to fall out of the setting.

**CHEMICALS**

Do not wear your jewelry while cleaning anything. Most cleaning products contain chlorine/bleach and will dissolve some of the precious metals used to create the very prongs that

hold your gemstones in their settings. It is also recommended that you not spend time in chlorinated pools while you are wearing your jewelry. This deterioration can occur fast or slowly over time, making it virtually undetectable until it is too late.

Cleaning your jewelry with an ultrasonic cleaner is the easiest.

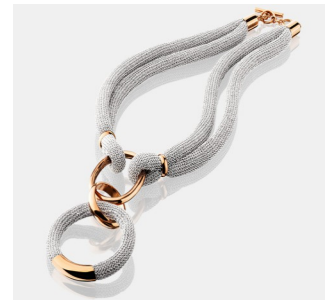
*Positive Energy That Connects People All Over the World*

Marrying the newest technology with old world artisanship, Adami & Martucci designs have discovered a new path and direction in the industry. Designed by Italian designer, Alberto Luzzi, each individual piece is the result of innovation, evolution and discovery.

Based in Rome, Adami & Martucci is world renown for their

innovation in mesh jewelry. The jewelry encompasses different collections of unconventional luxury that blends new ideas with unmistakable Italian flavor.

The company was founded in 2007, and has quickly become one of Italy’s premier jewelry lines.



**A & M IS WORLD RENOWN FOR THEIR INNOVATION IN MESH**

*‘I’m in a Very Lucky Position...What I Am Doing Is Like a Hobby.’*

Carl F. Bucherer CEO Sascha Moneri and his team of 150 employees around the world look after management and production at this traditional Swiss company with a decidedly modern profile and substantial high-tech manufacturing capability.

In 2007 the company acquired Techniques Horlogeres Appliquees (THA), a Sainte-Croix, Switzerland-based watch manufacturer, and created Carl F. Bucherer Technologies, which develops the firm’s in-house calibers, including its

famed A1000 Manufacture Caliber. That caliber, which the company showed at Basel-World with a massive thirty-ton model rotating on the exterior of its booth, features a peripherally rotating oscillating weight. It serves as the basis for the cushion-shaped big-date Patravi Evo Tec watch, a day/date model that since its debut in 2008 has seen several iterations.

Adding more functions to the A100 and the A1001, the firm in 2010 launched the A1002 with a power reserve indicator

in the EvoTec Power Reserve, as well as the A1003, which is the heart of the EvoTec Big-



Date. THA is also where CFB developed the three-time-zone movement for the TravelTec.

*SKAGEN Denmark—the elements of Danish design*

Jacques Sollberger is celebrating three years of featuring Skagen watches which are made in Denmark

The Skagen Denmark brand came to life in 1989, embodying the elements of Danish design. Emerging from Danish heritage, Skagen Denmark draws inspiration from sea-born breezes, sand

strewn coastlines and ice blue skies. Combining ideas of functionality and simplicity and inspired by natural elements found throughout the Denmark landscape. Skagen Denmark is timeless Danish design for today, tomorrow and beyond.

Inspiration resides throughout the Skagen Denmark product

collections and comes to life through form, color and function. What has inspired the creation of Skagen Denmark products now takes place in a life of contemporary styling, quality design, subtle color combinations, comfortable fit and more. The northern coastal town of Skagen serves as our muse.

BALL’S NEW  
ENGINEER  
HYDROCARBON  
SPACEMASTER  
AIRBORNE  
CARRIES THE  
MOTTO “THAT  
OTHERS MAY  
LIVE”.

*‘Accuracy is Everything when Parachuting to Save Lives.’*

The NEW Engineer Hydrocarbon Spacemaster Airborne from Ball Watch pay tribute to the United States Air Force Pararescue unit, whose logo and motto (“That Others May Live”) is engraved on the watch’s caseback. This special airborne team is responsible for rescuing and providing medical assistance to soldiers engaged in military operations on the ground.

Ball designed the watch to

withstand the extreme conditions under which the paratroopers operate. It features Ball’s new patented SpringLOCK anti-shock system designed to protect the watch’s COSC-certified automatic movement. The balance spring is protected by a cage that absorbs the energy created by external impacts. Such pounding can hurt the accuracy of a standard mechanical watch by 60 seconds a day. The Spring-



gLOCK system reduces their deleterious effects by sixty percent.

**SOLLBERGER WATCHES, CLOCKS & JEWELRY**

1111 Highland Colony Parkway  
Ridgeland, Mississippi 39157

Phone: 601-853-1777  
Fax: 601-853-4421  
E-mail: sollbergers@gmail.com

**WE'RE ON THE  
WEB AT WWW.  
SOLLBERGERS  
.COM**

REMEMBER TO TURN  
YOUR CLOCKS BACK  
WITH THE END OF  
DAYLIGHT SAVINGS TIME  
ON THE FIRST WEEKEND  
OF NOVEMBER.

SPRING FORWARD,  
FALL BACK

*Looking for quality watches? Handmade clocks? Exquisite and affordable jewelry?*

*Sollberger's Watches, Clocks and Jewelry is Ridgeland's premier fine jewelry store for watches, clocks and fine jewelry. It is so much a part of us that it is literally a part of our name.*

*If you cannot find exactly what you are looking for in our store, speak to one of our Associates today about custom designed jewelry. We would love to work with you to develop your vision into the jewelry of your dreams.*

*Through our expert experience and the finest suppliers, we can provide the engagement ring to begin a life together.*

*Sollberger's is the one place to bring all your repairs; we are the only store in the Jackson area with an on-site Watch-maker, Clock-maker, Certified Gemologist and Jeweler. Most high grade watch companies require specific machinery to service their watches, including the water-proof testing for swimming.*

*With Christmas Approaching, Remember Heirloom Grandfathers*



**A FINE SAMPLE OF HEIRLOOM GRANDFATHER CLOCKS AVAILABLE FROM HERMLE AND HOWARD MILLER**

first mechanical clocks, but we are going to start the history of the grandfather clock with the invention of the pendulum.

In 1582, Galileo Galilei discovered that a pendulum could be used to keep time. Nearly a century later 1656, Christiaan Huygens used Galileo's theory to make the first pendulum clock. This pendulum clock is the prototype for the first

The history of grandfather clocks truly begins with the advent of the first time-keeping devices or the

grandfather clock.

Huygens' pendulum clock was at the time the most accurate type of clock. It was, however, still off by about three minutes every day. The first pendulum clocks had rather short pendulums. Around 1670, Robert Hook found that a longer pendulum made the clocks more accurate. Adding Hook's find to the introduction of the anchor escapement by William Clement, and the history of grandfather clocks was well on its way.

It was not after 1875 that the term grandfather clock became popular to describe long case clocks. The term grandfather clock actually comes from Henry Work, an American songwriter. He wrote a song about "my grandfather's clock" after staying in an old inn in North Yorkshire, England.

**Traditional Genuine Birthstones**

<b>January</b>	<b>Garnet</b>
<b>February</b>	<b>Amethyst</b>
<b>March</b>	<b>Aquamarine</b>
<b>April</b>	<b>Diamond</b>
<b>May</b>	<b>Emerald</b>
<b>June</b>	<b>Pearl</b>
<b>July</b>	<b>Ruby</b>
<b>August</b>	<b>Peridot</b>
<b>September</b>	<b>Sapphire</b>
<b>October</b>	<b>Opal</b>
<b>November</b>	<b>Topaz</b>
<b>December</b>	<b>Turquoise</b>

**October: Opal**

**October's birthstone treats the eye to an explosion of simmering colors, not unlike those of a magnificent rainbow following a summer rain.**