

FOR IMMEDIATE RELEASE

CONTACT:

Becky Beauchine Kulka
Becky Beauchine Kulka, Inc.
2333 Jolly Road
Okemos, Mich. 48864
(517) 347-4000

Customers Create Their Own Engagement Rings and Other Custom Jewelry Thanks to New Technology Offered by an Okemos Jeweler

OKEMOS, Mich. – More couples become engaged at Christmas than at any other time of the year. But choosing an engagement ring—especially one meant as a surprise gift—is too often a source of anxiety. Now an Okemos jeweler helps couples make sure their selection is truly one that will be treasured for a lifetime.

Becky Beauchine Kulka Fine Jewelry has acquired exclusive mid-Michigan rights to a computer-based jewelry design system called GemVision™. Only 60 jewelers in the United States offer this new technology, which costs \$35,000 to license and install.

Using the GemVision system, Kulka and her customer together create a piece of jewelry that expresses the customer's personal taste. Working from an image library of thousands of actual gems and settings, an original work of art evolves within minutes in a form anyone can easily visualize—in full color on the computer screen.

“The GemVision technology shows you exactly what your engagement ring will look like before you order it,” Kulka says. “It eliminates the risk for people who want to order a special ring, but aren't sure they'll like it once it's delivered.”

Finding out you don't like it is something many people fear when ordering custom jewelry, especially as a gift. Using GemVision, a customer who wants to surprise someone with a special piece of jewelry first works with Kulka on the design. Then, before even leaving the store, the customer is given a full-color photo of the piece to frame and gift wrap. Together, the couple can then order the piece as designed, make adjustments to it, or decide on something else altogether.

“Another idea is to give simply the diamond, beautifully loose, along with the GemVision photo,” Kulka suggests. “Or we can set the diamond he has selected in a 14 karat solitaire. She may decide to keep the ring exactly as it is, or have it set in the design shown in the GemVision photo. There are so many ways to give this wonderful gift without rushing into a decision you may later be disappointed with.”

Of course, choosing the perfect engagement ring isn't the only situation with which Kulka can help. With GemVision, couples can create a wedding band that perfectly matches their one-of-a-kind engagement ring. Families can see how a mother's ring will

look once all the various gems are gathered together in one mounting, or how remounted diamonds and gems will look in a new heirloom piece. Corporate buyers can select unique service awards, displaying the corporate logo on tie tacks, pins and necklaces.

“Ideas are limited only by our imaginations,” she says.

Kulka says GemVision will work within any budget and any style of jewelry, and she offers a no-obligation demonstration. Since all employees have the design skills and training to work with GemVision, walk-in customers can usually be quickly helped. However, an appointment is highly recommended to assure adequate time is available. For appointments, phone (517) 347-4000.

Kulka is a graduate gemologist with over 16 years in fine jewelry experience. She opened Becky Beauchine Kulka Fine Jewelry eight years ago and has earned a reputation for exceptional quality jewelry offered at a fair price.

###

Photo outline:

Computer technology available from Becky Beauchine Kulka Fine Jewelry in Okemos allows customers to participate in the design of their own custom jewelry and watch as it evolves on the computer screen. “GemVision eliminates the risk for people who want to order custom-designed jewelry, but aren’t sure they’ll like it once it is delivered,” explains Becky Beauchine Kulka.

###

Note to media:

This really is one of those “you’ve got to see it” items. Please call Becky Beauchine Kulka at (517) 347-4000 to arrange for a personal demonstration of GemVision technology.