

# TOP SECRET

## GET A SNEAK PEAK AT OUR NEW SMART PRO DISPLAY SERIES

Here is an advance look at the new SMART-PRO display series, designed by jewelry display expert Larry Johnson and built exclusively by Box Brokers Group.



**BOX**  
BROKERS  
GROUP



# SMART-PRO

## INTRO

### THE STORY BEHIND THIS NEW PRODUCT...

For many generations now, jewelry displays haven't changed very much. A few new colors, a new neck form now and then but that is about it. When the team at Box Brokers decided to rethink their jewelry display line, they contacted Larry Johnson, nationally recognized jewelry display expert and author of the GIA's textbook "A complete guide to effective jewelry display."

Larry did a survey of over 600 retail jewelers and asked them to share their ideas, opinions, frustrations, concerns, and wish list... What needed to change to make displays more effective, more durable, more practical, and more affordable? Once the responses came in, Larry went to work, and the result is now ready for industry introduction... The patent pending SMART PRO display series.

### COMMON COMPLAINTS...

Jewelers said they wanted their displays to be magnetic so they would stay put and not fall over or off onto the floor, so we did that.

Jewelers said it was difficult for their staff to reach merchandise at the front of the full crowded showcase, so we created platforms with built-in drawer rails that allow the top of the platform to pull out like a drawer making it easy to reach every piece.

Jewelers said they wanted displays that last longer and are easier to keep clean, so we made Smart Pro displays of a material that does just that.

Jewelers said they hated seeing their cases look cluttered by tags, so we made every Smart-Pro display element with full Hide-a-tag features.

Jewelers said setting up and closing was time consuming as all their displays don't fit in the safe/vault, so we designed top caps on all of our risers that lift off & fit on your bread cart or directly into your safe/vault.

# SMART-PRO DISPLAYS

## JEWELERS SAID...

Jewelers said displays were too expensive, so we lowered our pricing and set up 0% 12 month financing on full store orders allowing your stores increased new sales to pay for the displays.

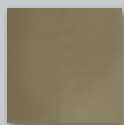
Jewelers said they put everything out because it can't sell from the safe, so all Smart Pro risers come with open backs to store back stock, ring sizers, and counter pads.

Jewelers said they needed help figuring out how to effectively lay out their showcases and how to implement Larry Johnson's display hints, so we got Larry to train our office staff in all his display strategies and even be available at no cost to the jeweler to work with customers to get exactly the mix of displays that will reduce cost and increase sales.

Jewelers said they were frustrated by neck forms with wires that break and pendant easels that do not contain the excess chain, so we put dual Velcro straps on all neckforms and heavy duty envelopes on the stands

Jewelers said they were tired of white and beige leatherette and wanted more variety in their colors, so we stock Smart Pro in 5 new colors and our platforms are designed to make it easy to combine several colors for a distinctive look.

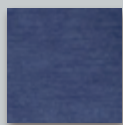
## FIVE NEW STOCK LINEA LEATHERETTE COLORS



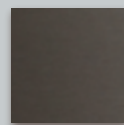
Paradiso (1)



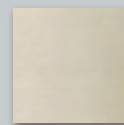
Luna (3)



Celestial (5)



Palladium (6)



Pecan Shell Lite (7)

# WHAT MAKES SMART-PRO DISPLAYS BETTER?

## 20/40/40

Our displays are designed to make it easy for your store to implement Larry Johnson's proven 20/40/40 (Good Better Best) arrangement of your merchandise



## ALL MAGNETIC

All trays and elements are magnetic to keep your showcases looking orderly and easier to remove and replace each day.



## HIDE-A-TAG

All trays and elements hide the merchandise tags for a clean uncluttered look in your showcases.



## REMOVABLE TOPS

All platforms have removeable magnetic tops that speed up removal at night and take up less space in your safe.



# SMART-PRO

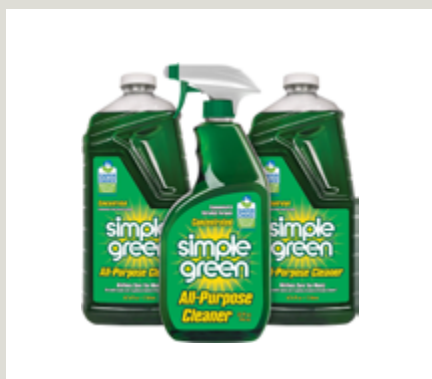
## HIDDEN STORAGE

All platforms have easily accessible storage space under the lid for storing a counter pad, loupe, polishing cloth, and/or ring sizer. Some platforms even allow enough space for a full-size understock tray where you could store merchandise, close at hand. No more trips to the back to get a piece not in the case.



## EASY-SLIDER

The Gen 2 platforms have tops that slide out on drawer guides to make it easier for the sales associate to reach merchandise at the front of the showcase.



## CLEAN EASILY

All the displays are made of durable industrial strength fabrics that will look great for years and are easily cleaned.



## IN STOCK

All displays are IN STOCK and ready to ship within 48 hours. Choose from FIVE popular new colors.

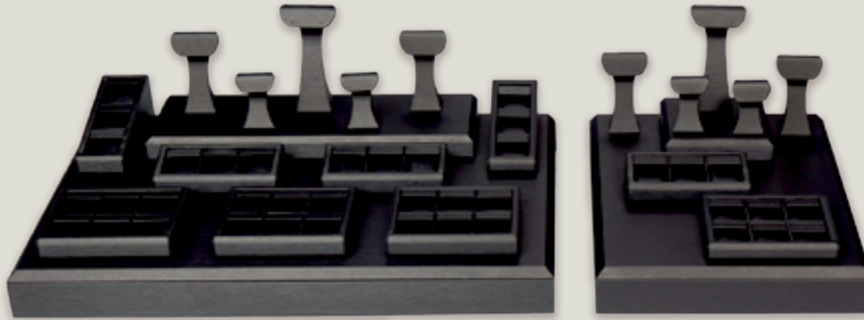


## 0% INTEREST

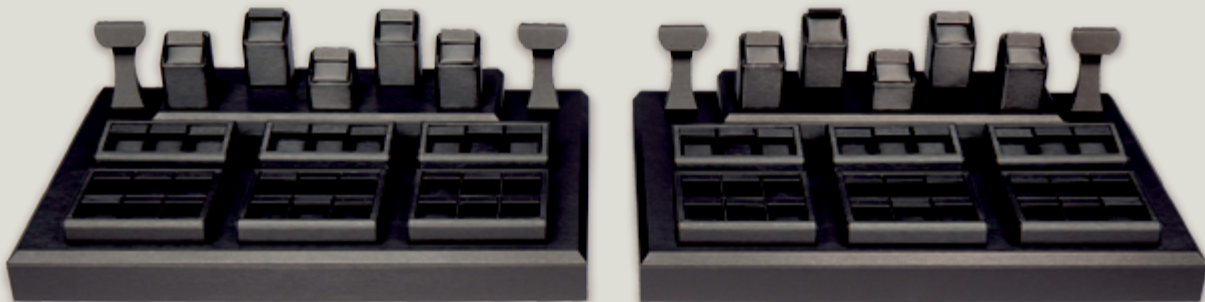
Box Brokers Group offers 0% interest, 12 month financing to qualified accounts on display orders over \$10,000 allowing our customers to utilize their cashflow for new inventory to sell on our displays.

# SMART PRO

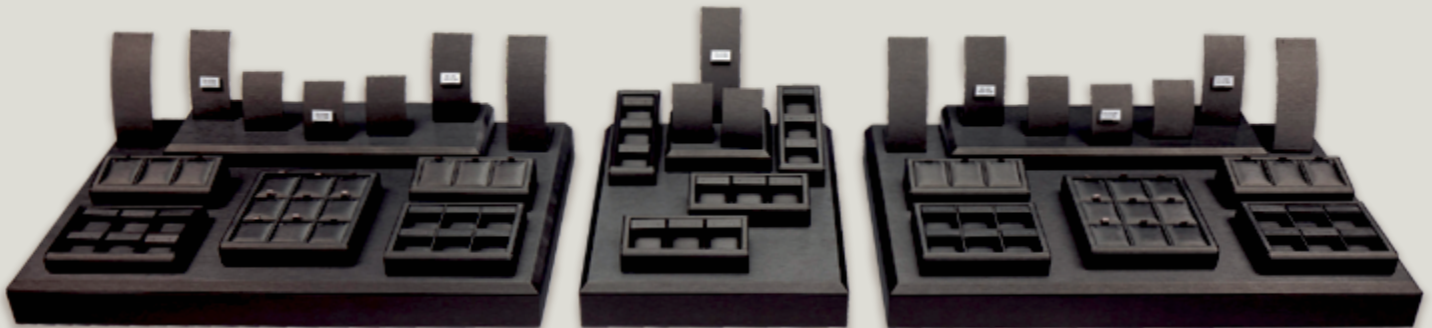
## COMBINATIONS



This 3' case layout holds 49 pair of earrings for \$42.77/mo or \$588



This 3' or 4' case layout holds 68 pair of earrings for \$57.39/mo or \$789



This 5' case layout holds 47 pendants and 36 pairs of earrings for \$69.70/mo or \$951



This 4' case layout holds 74 pendants for \$57.39/mo or \$789

# SMART PRO

## COMBINATIONS



This 3' or 4' case layout holds 86 rings for \$66.33/mo or \$912



This 5' case layout holds 131 rings \$84.88 or \$1167



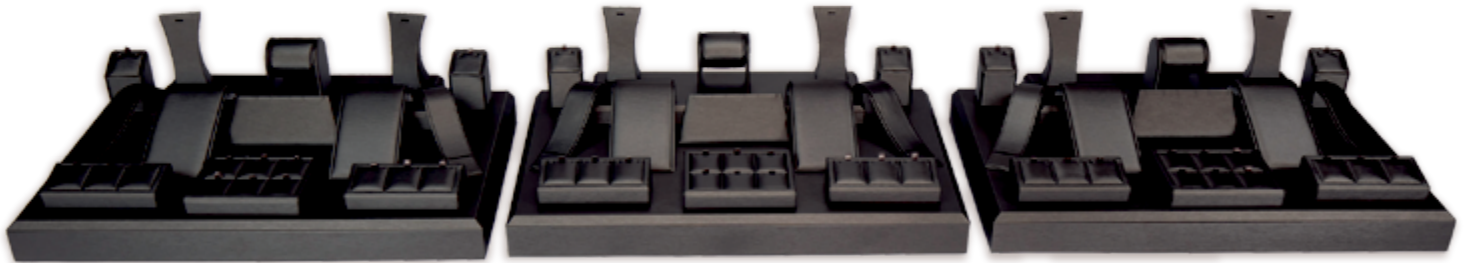
This 5' case layout holds 121 rings for \$88.29/mo or \$1214



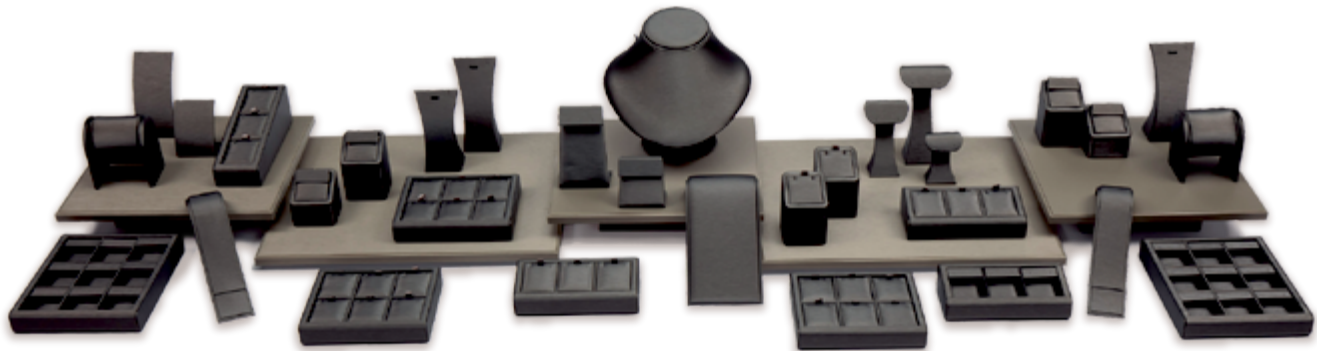
This 6' case layout holds 151 rings for \$91/mo or \$1249

# SMART-PRO

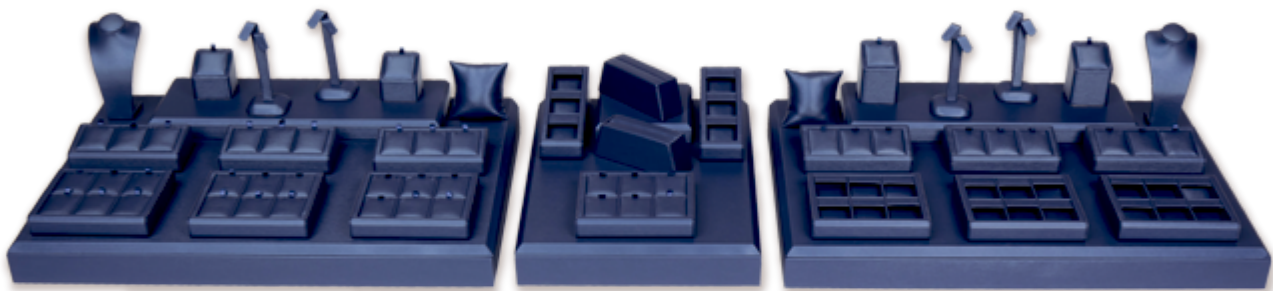
TRADITIONAL



This 6' case layout holds 57 pendants and 36 bracelets for \$72 or \$991

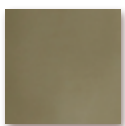


This 5' case layout holds 12 bracelets, 32 pendants, 29 pair earrings and 1 necklace for \$54 or \$741



This 5' case layout holds 80 pc's of jewelry for \$69/mo or \$949

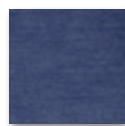
## FIVE NEW STOCK LINEA LEATHERETTE COLORS



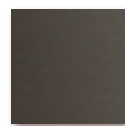
Paradiso (1)



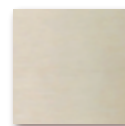
Luna (3)



Celestial (5)



Palladium (6)

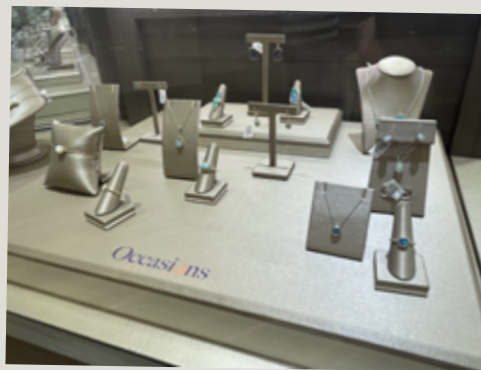
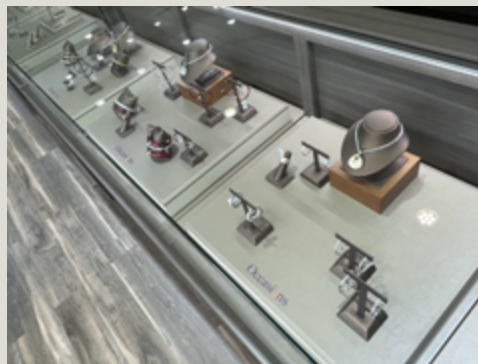


Pecan Shell Lite (7)



# SMART PRO

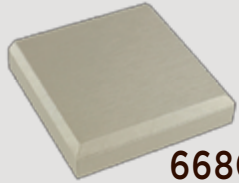
## OCCASION'S & MAHARAJA'S



# SMART-PRO

## RISERS

### TOP RISERS



**6680**  
\$20.30



**6681**  
\$26.50



**6682**  
\$32.70

### PLATFORMS



#### TOPS

GEN I

11.5" x 15.5"  
6695 / \$47.25

16.5" x 15.5"  
6690 / \$52.45

22.5" x 15.5"  
6685 / \$58.50

GEN II

6698 / \$47.25

6693 / \$52.45

6688 / \$58.50

#### BASES

GEN I-1" HGT

11.5" x 15.5"  
6696 / \$36.75

16.5" x 15.5"  
6691 / \$42.35

22.5" x 15.5"  
6686 / \$51.10

GEN I-2" HGT

6697 / \$43.40

6692 / \$50.80

6687 / \$60.35

GEN II-1 5/8" HGT

6699 / \$109.70

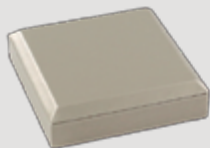
6694 / \$118.95

6689 / \$127.50

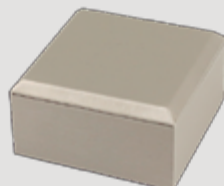
GEN I platform risers have removable top caps that lift off (see pg 4).

GEN II risers have top caps that slide out on drawer guides (see pg 5).

### ACCESSORIES PLATFORMS



**6592**  
\$17.15



**6593**  
\$19.25



**6596**  
\$22.50

# SMART PRO

## NEW ITEMS

### RING



**6501**  
\$11.56



**6502**  
\$12.44



**6504**  
\$19.00



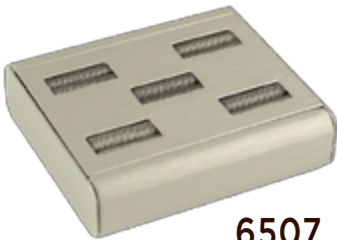
**6509**  
\$23.90



**6014**  
\$19.25



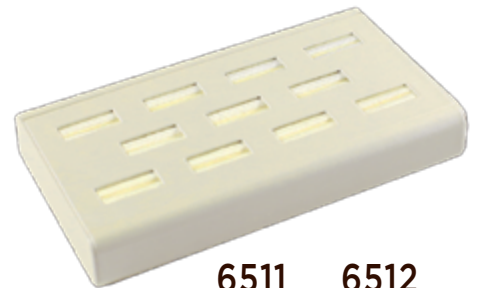
**6016**  
\$24.35



**6507**  
\$23.90



**6508**  
\$28.15



**6511** **6512**  
\$39.95 \$39.95  
(width slot)



**6012**  
\$19.95



**6014**  
\$39.15



**6016**  
\$48.30

# SMART NEW ITEMS PRO

## EARRINGS



6544  
\$24.70



6543  
\$22.15



6546  
\$34.25



6549  
\$45.65



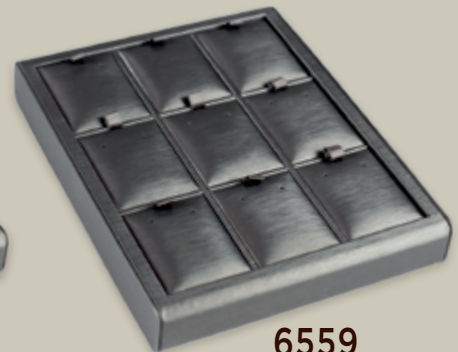
6554  
\$24.95



6553  
\$21.15



6556  
\$29.35



6559  
\$36.65



6115  
\$8.80

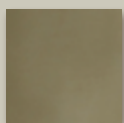


6116  
\$9.60

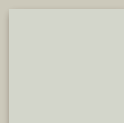


6117  
\$10.35

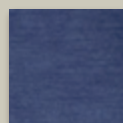
## FIVE NEW STOCK LINEA LEATHERETTE COLORS



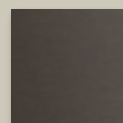
Paradiso (1)



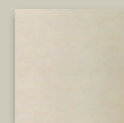
Luna (3)



Celestial (5)



Palladium (6)



Pecan Shell Lite (7)

# SMART PRO

## NEW ITEMS

### PENDANT



6564  
\$24.95



6563  
\$21.15



6122  
\$7.45



6124  
\$9.15



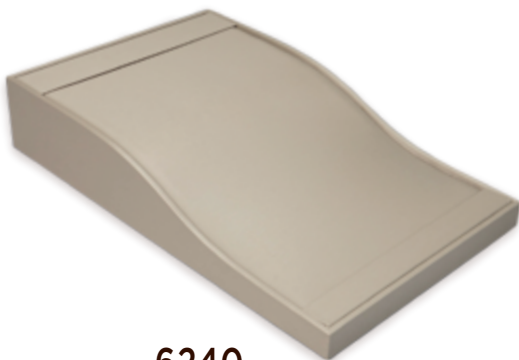
6566  
\$29.35



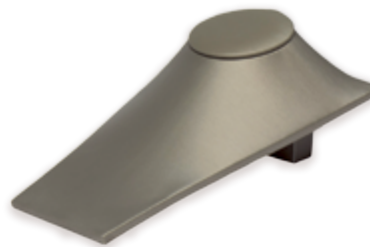
6569  
\$36.65

### BRACELETS/ NECKLACES

ITEMS NOT SHOWN: 6222 ~5 BANGLE TRAY \$22.60



6240  
\$77.70



6063  
\$23.75



6062  
\$25.75



6212  
\$24.95

# SMART **NEW ITEMS** PRO

## PROGRAM TRAYS



**6574**  
\$39.95



**6575**  
\$42.75



**6579**  
\$39.95



**6578**  
\$42.75

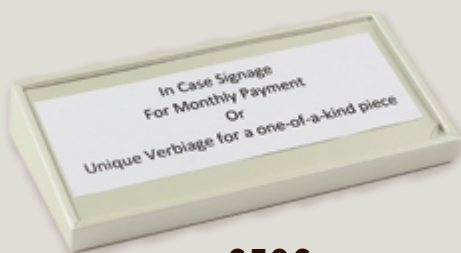


**6577**  
\$39.95



**6576**  
\$42.75

## STORE SIGNAGE



**6586**  
\$11.40



**68009**  
\$2.00



**68020**  
\$4.25



**68040**  
\$4.55



**68060**  
\$4.95

**INQUIRE ABOUT SIGNAGE KITS AVAILABLE!**

CALL (800) 809-3868

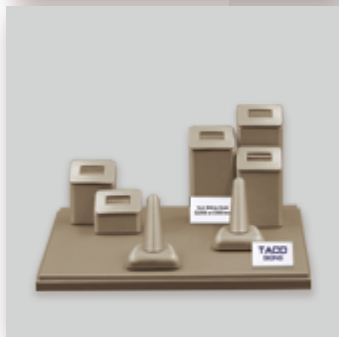
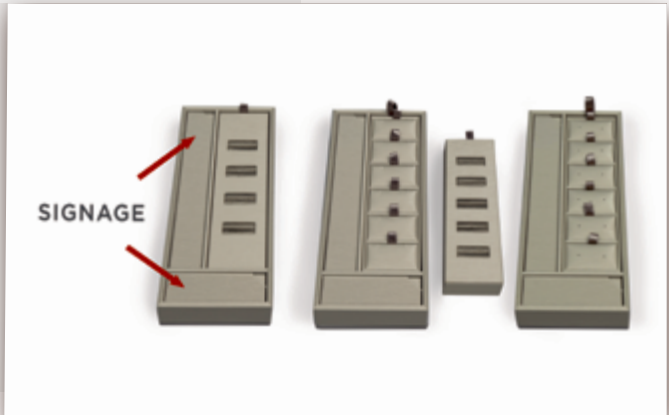
EMAIL: [DISPLAYHINTS@BOXBROKERSGROUP.COM](mailto:DISPLAYHINTS@BOXBROKERSGROUP.COM)

# SMART PRO

## DISPLAYS OPTIONS

### PROGRAM TRAYS

Brand your own store with our color matched, customizable program trays. Choose from an assortment of inserts (for rings, earrings, and pendants) to fit into the cradle holder and customize your signage quickly and easily as needs change using the word document templates found on Box Brokers website.



### "TACO" SIGN

Highlight pieces in your case without damaging your displays or having the signage drift far away from the piece. These magnetic acrylic signs are shaped like a taco shell and hold signs in 3 sizes. They magnetically attach to any of your metal-based displays like pendant easels or earring trees. Use them on necks or ring fingers by adding the "taco stands" which slide easily under the display and hold the sign. The small size holds label tape from a label maker (like a Brother P-Touch). The middle size holds signs printed from THE EDGE software. The large size is perfect when you have more to say. And Box Brokers website has templates for all 3 size signs, making your job quick & easy from a computer.



# SMART PRO

## CASE LAYOUT QUESTIONNAIRE

Please answer these questions for each case you want to redo.

1. Interior Dimensions Left to Right \_\_\_\_\_

2. Interior Dimensions Front to Back \_\_\_\_\_

3. Interior Dimension Height \_\_\_\_\_

4. Type of Door/how many Doors \_\_\_\_\_

5. What is the left to right clearance when the door is fully open door? \_\_\_\_\_

6. Are the floorboards in your case rectangular or do they have notches and cutouts. \_\_\_\_\_

7. What type or style of jewelry is in this case? \_\_\_\_\_

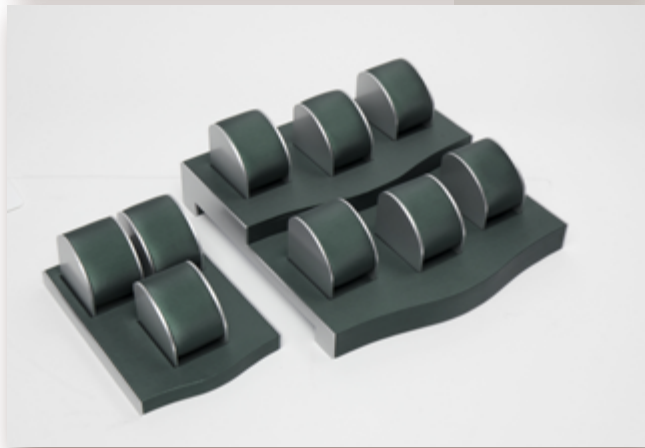
8. How many pieces of jewelry do you want to display in this case? \_\_\_\_\_

Email to [displayhints@boxbrokersgroup.com](mailto:displayhints@boxbrokersgroup.com) for free advice from one of our in-house visual merchandising experts.



# SMART-PRO

## DISPLAYS OPTIONS



### LUXURY WATCH

Pre-owned luxury watches have become a big profit center for many jewelers. Box Brokers has created a watch display worthy of the price point of the merchandise it holds. This expandable display holds 12 watches on attractive, durable stands that present the timepiece well and fit easily in your vault overnight. Available from stock in 2 colors (Emerald Green or Palladium Grey, both with silver accents).

### STORAGE HINT

Many jewelers use bakers carts to move their inventory from the showcases to the safe/vault, and vice versa. All SMART-PRO platforms fit easily in the standard, full size pans on these carts. We can direct you to sources for the pans, carts, and safes that will make storage of your displays fast, safe, and secure. Call us for more details.

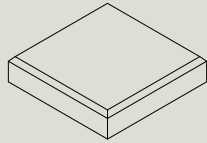


# SMART PRO

## DISPLAY GLOSSARY

### RISERS

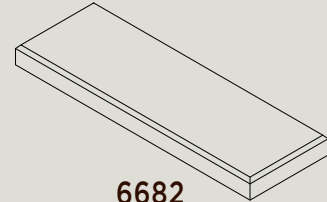
#### TOP RISERS



**6680**  
5" x 5" x 1"

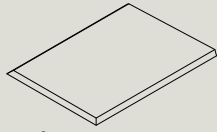


**6681**  
10" x 5" x 1"



**6682**  
15" x 5" x 1"

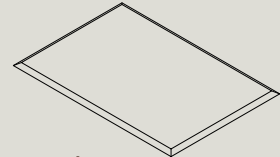
#### TOP CAPS TO BASE PLATFORM RISERS



**6695/ 6698**  
11 1/2" x 15 1/2" x 3/8"

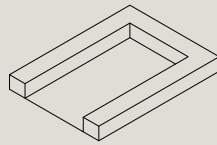


**6690/ 6693**  
16 1/2" x 15 1/2" x 3/8"

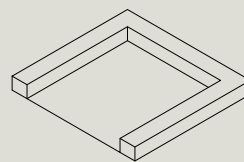


**6685/ 6688**  
22 1/2" x 15 1/2" x 3/8"

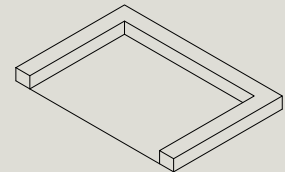
#### BASE PLATFORM RISERS



**6696/ 6697/ 6699**  
11 1/2" x 15 1/2" x (1-2")

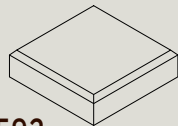


**6691/ 6692/ 6694**  
16 1/2" x 15 1/2" x (1-2")

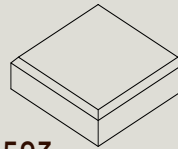


**6686/ 6687/ 6689**  
22 1/2" x 15 1/2" x (1-2")

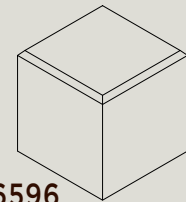
#### ACCESSORIES



**6592**  
4" x 4" x 1"

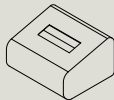


**6593**  
4" x 4" x 2"



**6596**  
4" x 4" x 4"

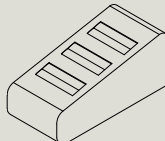
### RINGS



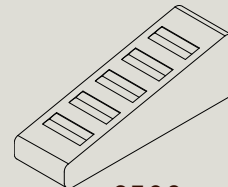
**6501**  
1 3/4" x 2 1/8" x 1 3/8"



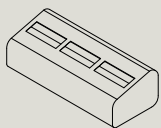
**6502**  
1 3/4" x 2 1/8" x 1 3/8"



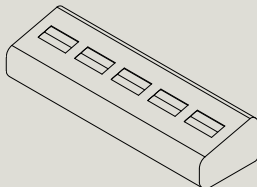
**6504**  
1 3/4" x 4" x 1 5/8"



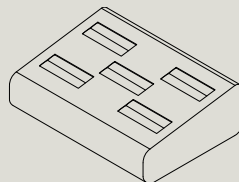
**6509**  
1 3/4" x 6" x 2"



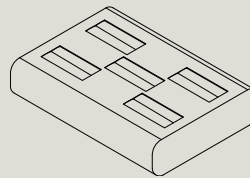
**6503**  
11 1/2" x 15 1/2" x 3/8"



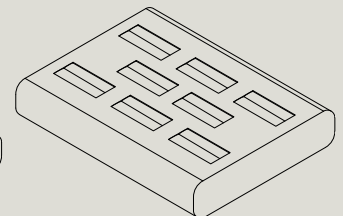
**6505**  
7" x 2" x 1 3/8"



**6506**  
4 1/2" x 3 3/8" x 1 5/8"



**6507**  
4 1/2" x 3 3/8" x 1"



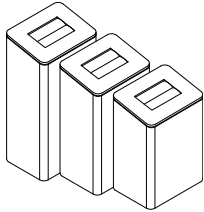
**6508**  
5 1/2" x 4 3/8" x 1"

ITEMS NOT SHOWN: 6511 ~11 RING/ 6512 ~11 RING WIDE/ 6012 ~RING ROLL

# SMART PRO

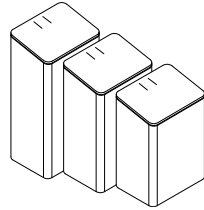
## DISPLAY GLOSSARY

### RINGS



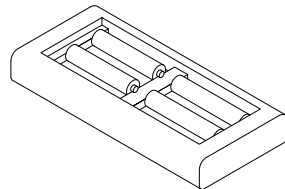
**6033**

1 7/8" x 1 3/8" x (3-4 1/4")



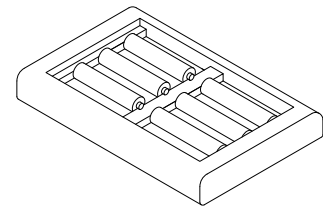
**6034**

1 7/8" x 1 3/8" x (3-4 1/4")



**6014**

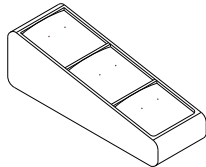
7 1/4" x 3 1/2" x 1"



**6016**

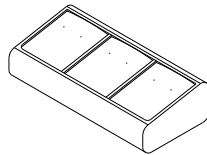
10" x 5" x 1"

### EARRINGS



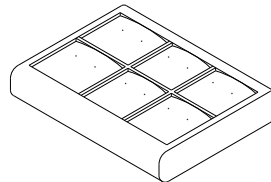
**6554**

2 1/8" x 6 5/8" x 2"



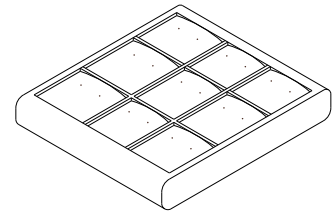
**6553**

5 1/2" x 2 3/4" x 1 3/8"



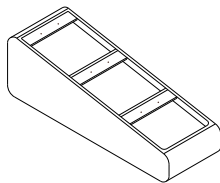
**6556**

5 1/2" x 4 3/8" x 1"



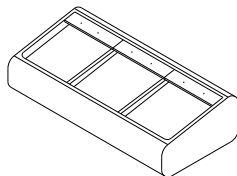
**6559**

5 1/2" x 6 3/8" x 1"



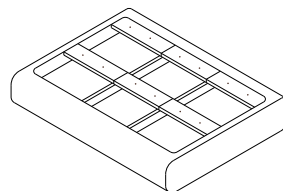
**6544**

2 1/8" x 6 5/8" x 2"



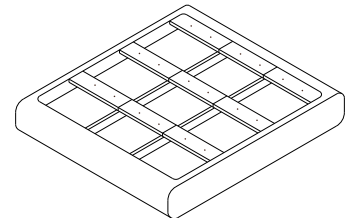
**6543**

5 1/2" x 2 3/4" x 1 3/8"



**6546**

5 1/2" x 4 3/8" x 1"



**6549**

5 1/2" x 6 3/8" x 1"

### PENDANTS



**6122**

1 7/8" x 1 3/8" x 2 3/8"



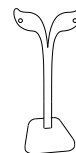
**6124**

1 7/8" x 1 3/8" x 3 5/8"



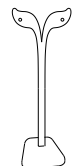
**6115**

2 1/8" x 2" x 3"



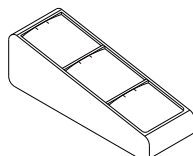
**6116**

2 1/8" x 2" x 4"



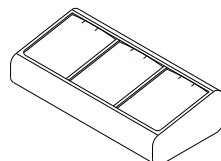
**6117**

2 1/8" x 2" x 5"



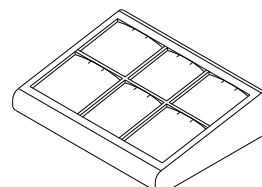
**6564**

2 1/8" x 6 5/8" x 2"



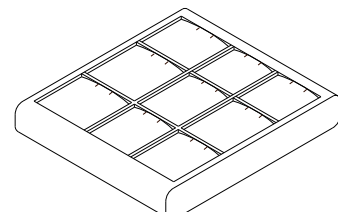
**6563**

5 1/2" x 2 3/4" x 1 3/8"



**6566**

5 1/2" x 4 3/8" x 1"



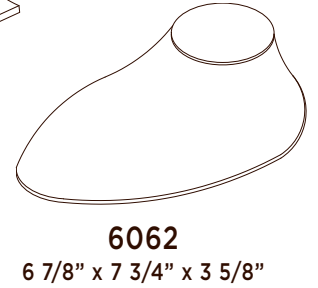
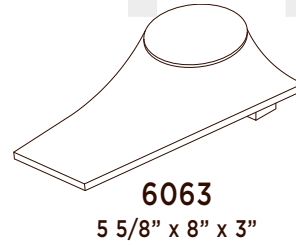
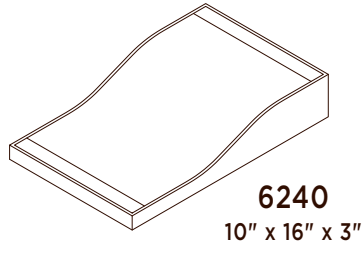
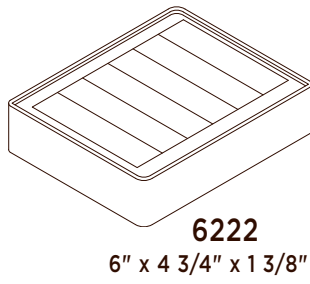
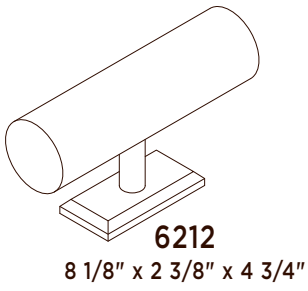
**6569**

5 1/2" x 6 3/8" x 1"

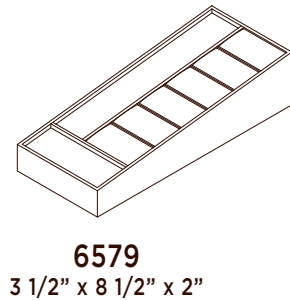
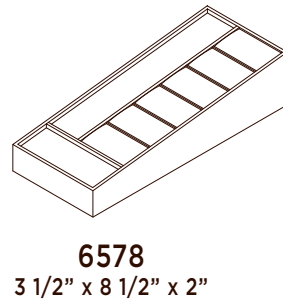
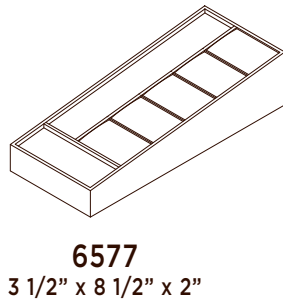
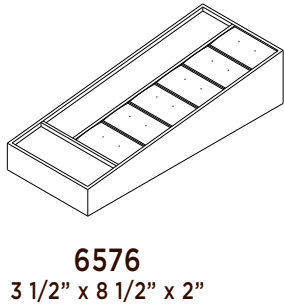
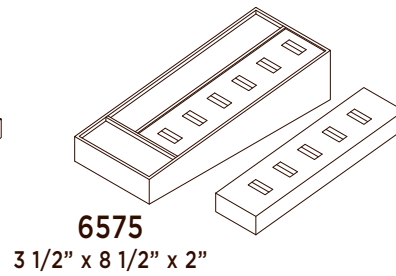
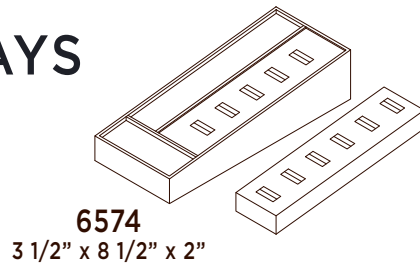
# SMART PRO

## DISPLAY GLOSSARY

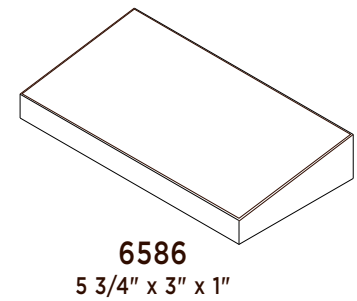
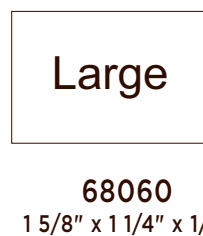
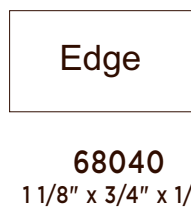
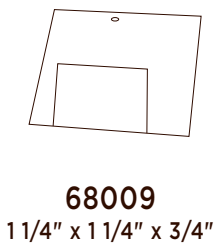
### BRACELETS/ NECKLACES



### PROGRAM TRAYS



### STORE SIGNAGE



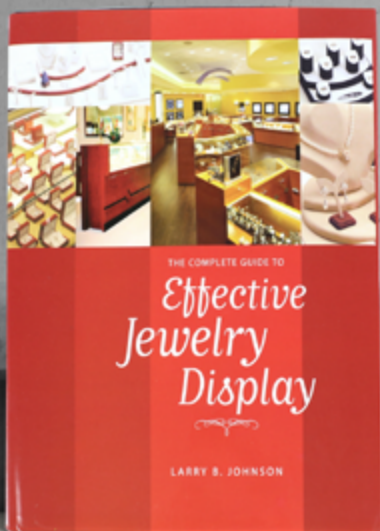
# SMART PRO BOX BROKERS GROUP

Ken & Larry came on-board as full time consultants to assist in launching our revolutionary SMART PRO DISPLAYS and to be available for consultations to our customers. Take advantage of this opportunity for a free phone consultation and decades of visual merchandising tips from the two industry professionals!

Fellow of the Gemmological Association of Great Britain, with a distinguished career in store management at Mayor's Jewelers, Bailey Banks & Biddle, and Jessop's Jewelers. Twenty five additional years of experience in jewelry display design at Bates Display, working with independents such as Borsheim's, Shreve, & Schiffman's, as well as large chain store operations such as Cash America. Ken believes, "It all begins with your stores outward appearance, as my goal is to help draw customers into your store first. Once inside, I utilize different materials and colors with creative touches to draw them to your cases."



Ken Whitaker



Larry Johnson

Larry Johnson has been an innovator and leader in jewelry displays for over 30 years. His GIA textbook "The complete guide to effective jewelry display" is the recognized authority in the industry. He has worked with jewelers around the world to improve their store appearance and increase their sales.

**800-809-3868**

**[displayhints@boxbrokersgroup.com](mailto:displayhints@boxbrokersgroup.com)**

# SMART-PRO

## GENOA BLUE BOXES



ITEM	DESCRIPTION	DIMENSIONS	12+	CASEPACK
A 3800	Single Ring	2 3/8 x 2 3/8 x 2 1/4	\$ 6.00	\$ 5.39
B 3801	Stud Earring	2 3/8 x 2 3/8 x 2 1/4	\$ 6.00	\$ 5.39
C 3828	Lg Ear/Pendant	3 1/4 x 3 1/4 x 2 3/8	\$ 7.69	\$ 7.21
D 3835	Pillow	3 7/8 x 3 7/8 x 2 3/4	\$13.75	\$11.85
E 3830	Bracelet	9 1/8 x 2 1/2 x 1 7/8	\$13.30	\$11.62
F 3840	Necklace	6 1/2 x 8 x 1 3/4	\$19.95	\$16.80
G 8000	Small Pouch w/ Divider & Carton	2 3/4 x 3 1/4	\$ 2.97	\$ 2.61
H 8001	Medium Pouch w/ Divider & Carton	3 x 4	\$ 4.31	\$ 3.76
I 8002	Large Pouch w/ Divider & Carton	4 x 5 1/2	\$ 6.18	\$ 5.39

CALL (800) 809-3868

EMAIL: [DISPLAYHINTS@BOXBROKERSGROUP.COM](mailto:DISPLAYHINTS@BOXBROKERSGROUP.COM)

# SMART PRO

## GENOA LUNA BOXES



### FIVE STOCK COLORS



Paradiso (1)

Celestial (5)



Luna (3)

Palladium (6)



Pecan Shell Lite (7)

	ITEM	DESCRIPTION	DIMENSIONS	12+	CASEPACK
A	3800	Single Ring	2 3/8 x 2 3/8 x 2 1/4	\$ 6.00	\$ 5.39
B	3801	Stud Earring	2 3/8 x 2 3/8 x 2 1/4	\$ 6.00	\$ 5.39
C	3828	Lg Ear/Pendant	3 1/4 x 3 1/4 x 2 3/8	\$ 7.69	\$ 7.21
D	3835	Pillow	3 7/8 x 3 7/8 x 2 3/4	\$13.75	\$11.85
E	3830	Bracelet	9 1/8 x 2 1/2 x 1 7/8	\$13.30	\$11.62
F	3840	Necklace	6 1/2 x 8 x 1 3/4	\$19.95	\$16.80
G	8000	Small Pouch w/ Divider & Carton	2 3/4 x 3 1/4	\$ 2.97	\$ 2.61
H	8001	Medium Pouch w/ Divider & Carton	3 x 4	\$ 4.31	\$ 3.76
I	8002	Large Pouch w/ Divider & Carton	4 x 5 1/2	\$ 6.18	\$ 5.39

# SMART PRO

## TESTIMONIALS

“Box Brokers came highly recommended to us as we were opening our new store. The staff is extremely knowledgeable, friendly, and accommodating. They were able to fulfill a large display order and ship immediately. The product is exactly what we were looking for: color, quality, design and magnetic. We could not be more pleased with the product!”

- Retail jewelers Kate and Blake Gallaher  
Luxury Diamond Company in Florida

“Larry is the best! He helped my merchandising team plan out the displays for our entire remodel. He expertly maneuvered us through tricky and minute details. When the time came to display our new store, my team was prepared due to Larry. My displays fit and look fantastic. I highly recommend using Larry Johnson.”

- Michael Fleck  
Occasion Fine Jewelry, Midland, TX

“We redid our store this past year with all new display elements. Box Brokers and our sales rep Jiggs helped walk us through the ordering process and what elements worked best for our store. The updated stock colors they have now are a great asset neutral to the ever-changing trends. Thank you to Box Brokers for helping us with this overwhelming transition.”

- Noes.  
Raymore MO

“Box Brokers continues to be an excellent reliable source. It’s nice to have partners rather than just another vendor.”

- Karen Duclos of Frederic Duclos  
a wholesale supplier of sterling silver

“We at EDGE are pleased that Larry shows his clients a better way to display their merchandise and grow their sales by utilizing the analytical reports we built into our software. The “Inventory Performance” report he uses has helped hundred of jewelers be better marketers.”

- Dick Abbott  
EDGE Software

**PRE-BOOK YOUR DISPLAY CONSULTATION NOW!**

CALL (800) 809-3868      EMAIL: [DISPLAYHINTS@BOXBROKERSGROUP.COM](mailto:DISPLAYHINTS@BOXBROKERSGROUP.COM)

**[WWW.BOXBROKERSGROUP.COM](http://WWW.BOXBROKERSGROUP.COM)**