

# A GUIDE TO DISPLAY FABRIC OPTIONS AVAILABLE FOR INDEPENDENT JEWELERS FROM PACIFIC NORTHERN



# Instock for Immediate shipping

- Pacific Northern stocks a wide inventory of displays in High Grade Chalk (White) and Beige Integrity Leatherette



# Made-To-Order Option

- Pacific Northern will manufacture any of our stock designs in your choice from a wide assortment of other fabrics and colors.
- There is a surcharge depending on your fabric choice.
- Delivery times can vary but are usually about 10-12 weeks from date of order for sea shipment. Air shipment is available at added cost.
- Contact us for a specific timetable and quote

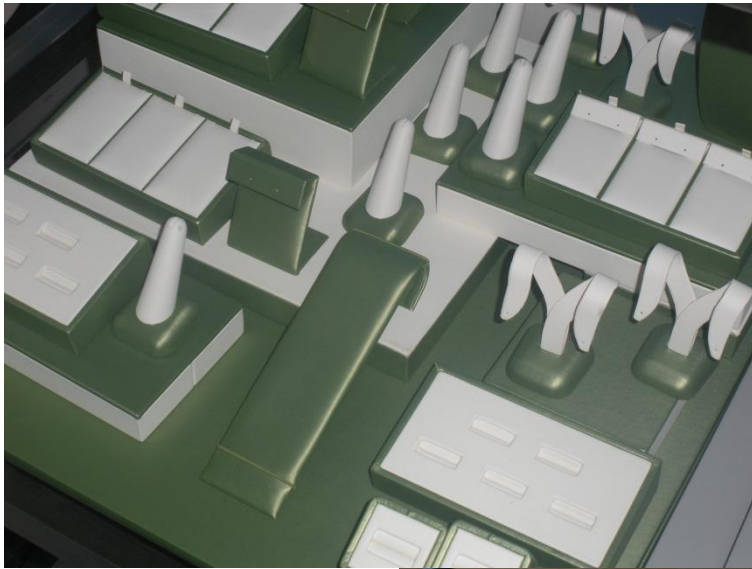
# ALL DISPLAY FABRICS ARE NOT CREATED EQUAL!

TAKE TIME TO LEARN ABOUT THE DIFFERENCES .  
MAKE THE RIGHT DECISION...AND THE RIGHT INVESTMENT.

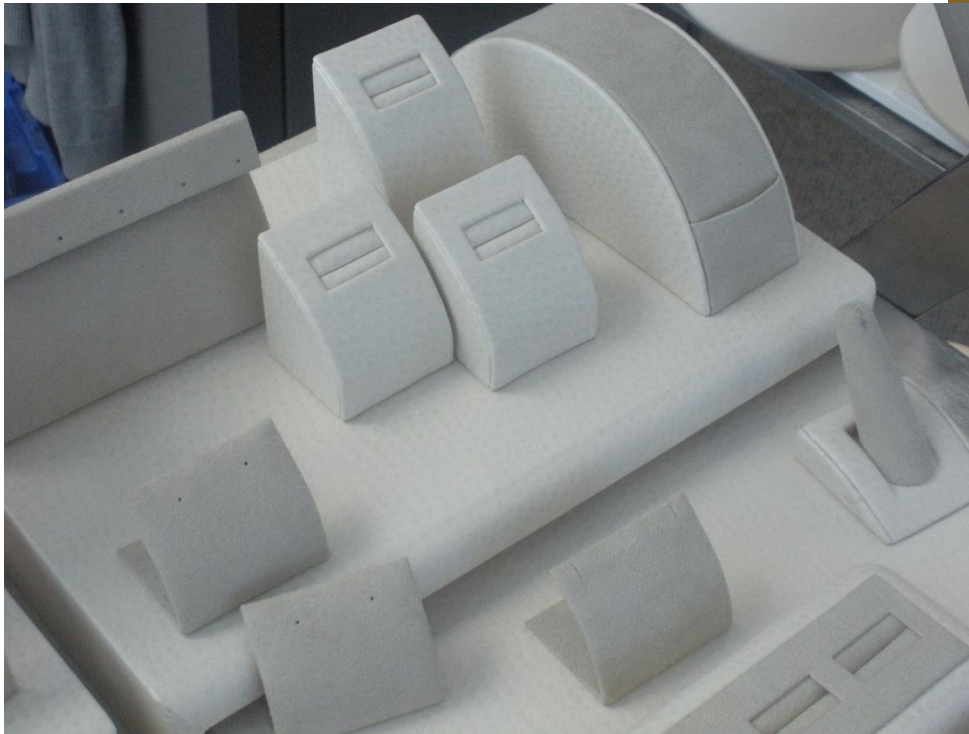
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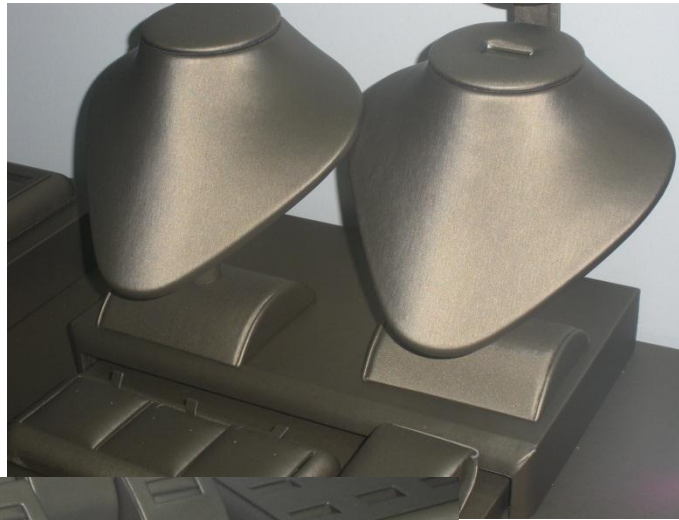
# Integrity and Vienna Leatherettes (+20%)



# We offer textured Vienna leatherettes



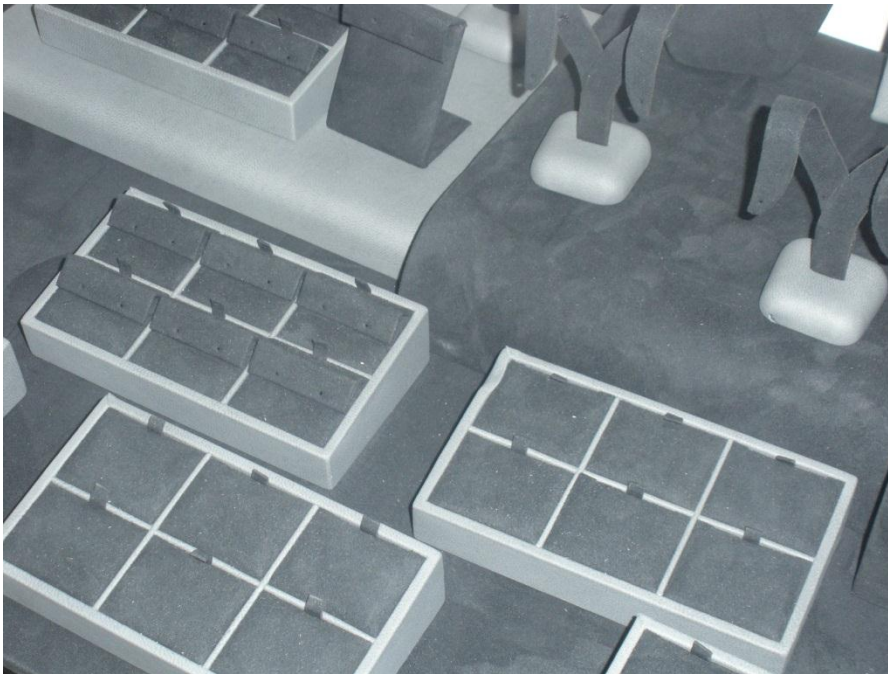
# We offer Inspirations Linea Leatherettes



# We offer Elite Leatherettes (+35%)



# We offer Charisma Suedes (+35%)



Swatch samples are available at no charge



# Lighting can influence color hues..

Try actual swatches under your lights to be sure the fabric color you choose looks right under your lights.



# WE OFFER TWO-TONE COMBINATIONS



# A word about dye lots.....

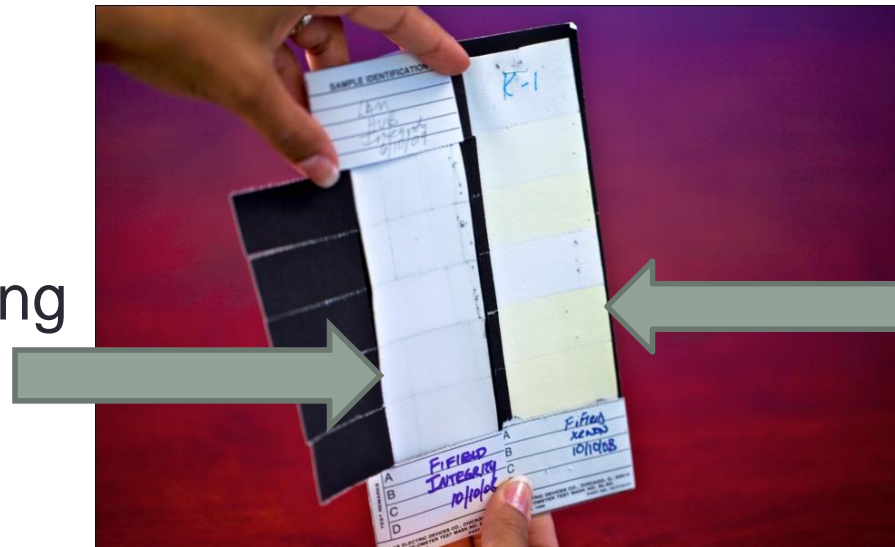
- The process of matching exact previous colors each time a fabric company makes a new production run is not an exact science.
- There may be slight dye-lot differences in different production runs that are beyond PN's control.
- Wherever possible, we try to use a single dye lot of fabric for all components in an given order



# A word about color fastness....

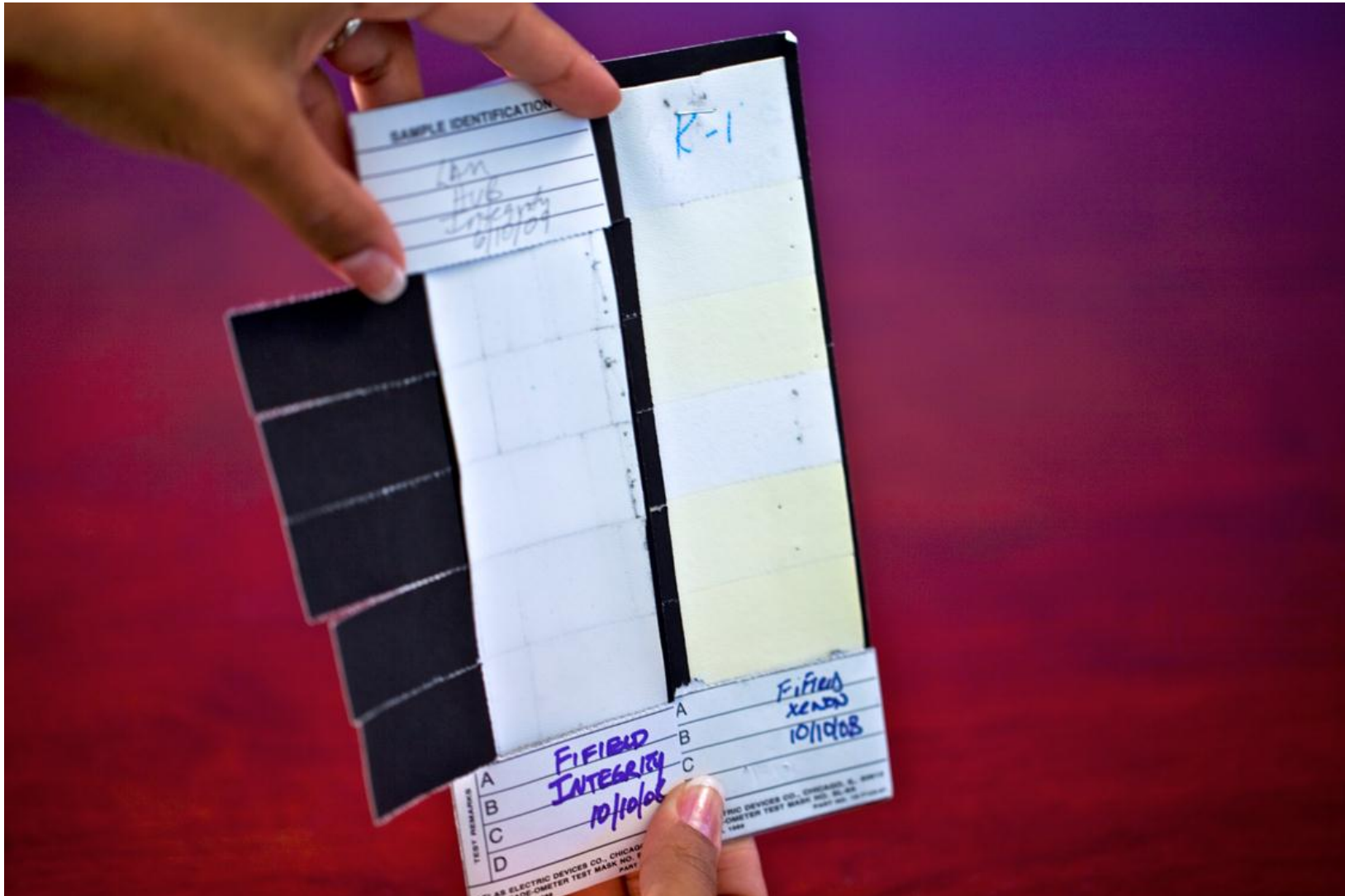
- Natural and artificial lighting can cause some inferior fabrics to lose their color over time, or even turn yellow!
- PN exclusively uses better fabrics that are less likely to change colors.

- No yellowing



Heavy yellowing

# Integrity vs. Cheap leatherette



# A word about tarnish inducement..

- Fabrics that have sulphur content in the material can combine with moisture in the air to form acids that will tarnish jewelry.
- Sulphur based glues used in the display manufacturing is another culprit.
- Pacific Northern does not manufacture with these tarnishing chemicals



# A word about display cleaning....

- There are products and techniques that will help you clean your displays.
- Products like “Simple Green” and some suede cleaners will work on most common soiling . Simple Green is available from most grocery stores.
- Ask for specifics on how best to clean each fabric type
- Always test any cleaners in a discreet area first.



# How long will my displays last?

It depends on several factors such as.....

- 1.) How are displays removed and reset into the cases?
- 2.) Are the displays carefully placed in bins?
- 3.) Do your employees wear gloves when setting up the store?
- 4.) Do you put stickers on the displays?
- 5.) Does soiling from your shop get onto your displays?

Figure 5-8 years life..... More if you are careful, less if you are not!

## We don't.....

- Produce displays for customers wishing to provide their own fabrics
- Sell partially-made displays or components
- Rewrap old displays from other manufacturers

# In Summary...

Hundreds of display components ready to ship in your choice of Chalk-white or Beige leatherette

We offer thousands of fabrics, colors and two-tone color combinations available as “Made-to-Order”

You have plenty of reasons to trust Pacific Northern with your display needs

Call us today at 888-888-5868!