

**\*what is liquid metal collection and why should I buy it.**

Liquid Metal Collection is a handmade, copyrighted and patented jewelry collection by Sergio Gutierrez. Each design is handcrafted from ball chain and our signature mesh design mesh makes each piece as unique as the person who wears it. It has sold successfully and accessorized people now for more than 20 years. It has become a classic as the styles endure over time and do not “go out of style” like many other jewelry collections. The beauty of the LM Collection is that it is of a soft fluid mesh style with a smooth silky feel on the skin; so much so that customers end up wearing it daily, like a second skin and an extension of themselves.

Also, it's important to note out that as a LM customer the money the stores invest on the collection its easily doubled. In the past stores could almost triple in most cases a 2.5 increment on the investment but due to On line sales phenomena they can at list double it without having to compete with our own website. Now Think, how many investments are out there that can double your money??

For the stores is a question of making understand their customers to appreciate the value of this collection due to the unique design and craftsmanship of the product.

Also, its patented and copyrighted.

Show us a collection that is similar in any way to LM in design or craftsmanship and in mesh style! We don't think there is!

**\*what is the difference between Chrome finish and antique silver finish and the advantage of buying these finishes.**

Chrome is a shinier finish with Rhodium layer, has a very good price range. It does not tarnish and barely changes color over years of wear. Because of this, retail stores find it is a very low maintenance collection to merchandize and sell. Wearers of Liquid Metal jewelry find the low maintenance, timeless and versatile beauty to be an exclusive benefit to their wardrobe.

LM Antique Silver items use sterling silver extra layer to impart a higher quality finish. As such, the silver finish does tarnish over time depending on the acidity of the user and will require polishing to maintain a high shine. We recommend using a silver polishing cloth for this purpose. Our antique finish treatment is a proprietary design element and is hand applied to each piece individually. The artisan approach to applying this antique finish makes each piece unique and as such, slight variations between pieces may occur but add personality and a unique fashion expression. In the last years our Silver antique finish has gotten less oxidized and shinier recurring much less maintenance as you can notice on any samples send to you over the last 3 years.

**\*if I buy Chrome will I get an allergic reaction?**

NO, the percentage of people that get an allergic reaction is extremely small. Our chrome plating process contains an anti-allergic protective component that works very well for the great majority of

people. However for customers who have extreme skin sensitivity, we recommend pieces that are made with our Antique Silver or Gold finishes

**\* How do we clean our mesh jewelry?**

**On Antique Silver**, you may use a silver polishing cloth, we recommend: [www.blitzinc.com](http://www.blitzinc.com)  
**On Antique Gold Plated**: You may use a Gold polishing cloth NOT a silver one. On Chrome finishes, usually there is no need they don't change color like silver does in some cases. Also, a home remedy for polishing can be tooth paste on a cloth, buff the item with it then rinse well with hot water.

All finishes may be cleaned with toothpaste and hot water if you do not have a polishing cloth. But, make sure to dry it out afterwards.

Do not use any strong liquid cleaners. They may tarnish the item.

**\* What is the difference between tiny ball chain and regular ball chain mesh?**

Tiny ball chain (styles with prefix "TB") are made from the finest, smallest ball chain available.

This base construction is more difficult to solder because of its delicate nature. The resulting feel of wearing these items however is noticeable by the increased flexibility and reduced thickness. You can only tell the difference when you touch it and feel it roll in your hands or wrist.

When TB items are marketed online- it is very difficult to notice the smaller ball size and thus the feel and silkiness of these items is hard to impart in photography alone. Retailers should be aware of this marketing limitation and perhaps include an explanation of the smaller ball diameter and "silkiness" attributes it has in any of their marketing presentations.

**\*The Collection is very extensive. What should I buy?**

If you are a new customer we recommend you try the classic line items, like the B10, B9, TB 32, TB 34 etc. shown in the white catalog "classic collection" pages 27 to 64. We recommend the Chrome finish and some of the Antique Silver.

If you already have successfully sold Liquid Metal jewelry in the classic collections, we recommend you extend your assortment with the Gold finish 24k antique and Black Chrome finish items. If you want more "night out" or dressier occasion items, we recommend the Z's Collection and Chainmail with Z's.

For a "higher-end" look, we recommend the "Together Collection" Catalog. The craftsmanship and crystal adornments make this collection a bit pricier but also make a distinct fashion statement; unquestionably worth it!

**\*what's new and exciting?**

**ICE COLLECTION USA WITH \$ LIST**

[https://drive.google.com/open?id=1N0p8OIRDKQp3-yLIK5i36\\_JwXNUeX4Fk](https://drive.google.com/open?id=1N0p8OIRDKQp3-yLIK5i36_JwXNUeX4Fk)

**\* Stainless steel items, what is that all about?**

**Liquid Metal “Stainless Steel” Collection**

SG Liquid Metal by Sergio Gutierrez, has created a special edition, one of a kind items, using our new material- stainless steel. These items extend the assortment to a higher retail price point. For example, our Classic best seller B10 retails in nickel chrome finish at about for \$98 and in silver antique for \$120. Now our New B10 in stainless steel retails for \$320 owing to its strong and durable 100% stainless steel construction while being 35% lighter in weight. These items require a very complex and labor intensive process to make. Existing retailers of our classic items should be aware of the added attributes and construction complexity that justify the higher retail price. These attributes should be a part of the retailer’s selling education process.