

# HOW TO USE THE ASHI 2010 CATALOG

The following Guidelines on how to use the ASHI 2010 Catalog will help you to understand the ASHI Jewelry Style Numbering Format and Characteristics and identify the Styles featured in our Catalog & Price List. It will help you to read this Catalog and look for Styles that meet your customer's requirements.

- Prices shown in this Catalog are Approx. Triple Keystone.
- Prices shown in this Catalog are for Specific Best Selling Styles & Diamond Qualities & Gold KT.
- Prices for other Qualities will vary and can be found in the ASHI 2010 Catalog Price List.
- Styles are in 14KT Gold, unless specified with "" or "" after the Price (\$500\*/\$500\*\*).
- Styles with "" after the Price (\$500\*) are in 10KT Gold.
- Styles with "" after the Price (\$500\*\*) are in 18KT Gold.
- Most 10KT Styles are available in 14KT Gold.
- Most Styles are available in Yellow & White Gold.
- Semi-Mounts (SM) are Priced without Center Stones.
- Engagement Rings (LE) are Priced with Center Stones.
- Wedding Sets (WS) are Priced Complete with Engagement Ring with Center Stones and Matching Bands.

While Ordering items from the Catalog please refer to the **ASHI Price List** for available Diamond Qualities, Metal Karatage and Prices. For your convenience, please use the ASHI Fax Order Form included on Page 152.

For placing orders, please provide the following information:

- |                        |                     |                        |
|------------------------|---------------------|------------------------|
| - Your ASHI Account ID | - Your Company Name | - City & State         |
| - P.O. Number          | - Ship Date         | - Contact Person       |
| - Main Item Number     | - Diamond WT        | - Diamond Quality      |
| - Metal KT & Color     | - Center Stone      | - Size/Length          |
| - No. of Pcs to Order  | - Ordered By        | - Special Instructions |

Please refer to Pages 150 - 151 of this Catalog and to the ASHI Price List for Company Policies regarding Account Terms & Conditions, Credit & Payment Information, Stock Orders & Special Orders, Return & Repair Policy, and Current Qualities and Prices.

Ashi numbering is unique and significant in the sense that once the concept is understood, it becomes very easy to learn certain merchandise characteristics such as the Metal Karatage, Diamond Weight & Quality, Type of Color Stone and the Category a Style belongs to. The rationale of the model is shown below in chart format which will guide you through the various style nomenclatures.



### THE FIRST FOUR DIGITS:

The First Four Digits in the Style Number are unique and is the Main Item Code of the Style. It identifies the Category of the Style i.e. Bridal Sets, Semi-Mount or Tennis Bracelet, etc. All Bracelets will start with the same series number and will follow a particular sequence in the first four digits. (Ex ~ **7100**) Refer to Chart 1.

**CHART 1 MAIN ITEM CODE & CATEGORY**

CODE	STYLE CATEGORY	CODE	STYLE CATEGORY	CODE	STYLE CATEGORY
1000-1199	LIGHT WEIGHT RINGS	3900-3949	DUOS	7600-7799	PRECIOUS TENNIS BRACELETS
1200-1599	CLUSTER RINGS	4000-4599	PRECIOUS RINGS	7800-7899	SEMI-PR TENNIS BRACELETS
1600-1899	SOLITAIRE	4600-4749	PRECIOUS WEDDING BANDS	7900-7949	PRINCESS TENNIS BRACELETS
2000-2299	SEMI-MOUNT RINGS	5000-5399	SEMI-PRECIOUS RINGS	7950-7999	BANGLES
2300-2399	BRIDAL SETS & SEMI-MTS	5550-5699	PEARL JEWELRY	8800-8999	SILVER STYLE
2400-2699	BRIDAL SETS	5700-5999	PRECIOUS EARRINGS/PENDANT	9000-9299	DIAMOND PENDANTS
2700-2899	WRAPS	6000-6199	SEMI-PR EARRINGS/PENDANT	9300-9499	HEART & DIAM PENDANTS
2900-2999	INSERTS	6200-6399	DIAMOND EARRINGS/PENDANT	9500-9649	CROSS PENDANTS
3000-3499	WEDDING BANDS	6400-6499	PRINCESS EARRINGS/PENDANT	9650-9899	OMEGA NECK SLIDES
3500-3599	PRINCESS WED BANDS	6500-6599	EARRING JACKETS	9900-9999	NECKLACES
3600-3799	LADIES FASHION RINGS	6600-6899	STUDS & EURO BACKS		
3800-3899	MEN'S RINGS	7000-7599	DIAMOND TENNIS BRACELETS		

### THE FIFTH DIGIT:

The Fifth Digit represents the Diamond Weight Range in the Style. If the 5<sup>th</sup> Digit of a Style Number is 5, then the Total Diamond Weight of the Style will range anywhere between 0.29Ct to 0.35Ct, the details of which can be obtained by referring to **Chart 2**. However, the Actual Total Diamond Weight will appear in the Item Description in the Catalog under the Item Id, and in our Price List and Invoice. One exception is that in the case of Bracelets (7000-7599) or Necklaces (9900-9999) the Fifth Digit will have to be deciphered from **Chart 3**. (Ex ~ **71005**)

Structure for fifth digit parameter for rings, pendants, earrings and bangles is completely different than that of bracelets and necklaces.

**CHART 2 DIAMOND WEIGHTS**

DIAMOND WEIGHT	CODE
> 1.00CT	0
< 0.95 – 1.00 >	1
< 0.70 – 0.94 >	2
< 0.45 – 0.69 >	3
< 0.36 – 0.44 >	4
< 0.29 – 0.35 >	5
< 0.23 – 0.28 >	6
< 0.18 – 0.22 >	7
< 0.09 – 0.17 >	8
< 0.00 – 0.08 >	9
NO DIAMOND WT	@

**CHART 3 DIAMOND WEIGHTS (FOR BRACELETS & NECKLACES ONLY)**

DIAMOND WEIGHT	CODE
< 1/4CT	0
1/4CT	Q
1/3CT	U
1/2CT	H
3/4CT	V
1.00CT	1
2.00CT	2
3.00CT	3

DIAMOND WEIGHT	CODE
4.00CT	4
5.00CT	5
6.00CT	6
7.00CT	7
8.00CT	8
9.00CT	9
10.00CT	M
NO DIAMOND WT	@

**THE SIXTH DIGIT:**

The Sixth Digit represents the Metal Karatage, which is represented by a single alphabet as seen in **Chart 4**. The Sixth Digit will appear in the ASHI Price List only and not in the Catalog. If the alphabet is F, the style is in 14kt Gold. (Ex ~ **71005E**)

**THE SEVENTH DIGIT:**

The Seventh Digit of the Style Number represents the Quality of Diamonds used in our Jewelry as seen in **Chart 5**. The Seventh Digit will appear in the ASHI Price List only and not in the Catalog. Diamond Clarity and Color are approximate and based on our own grading system. (Ex ~ **71005FN**)

**CHART 4 METAL KARATAGE**

DIAMOND WEIGHT	CODE
10 KT	T
14 KT	F
18 KT	E
22 - 24 KT	L
PLATINUM	P
PALLADIUM	U
SILVER	S

**CHART 5 DIAMOND QUALITY**

DIAMOND QUALITY	CODE	CLARITY	COLOR
DELUXE	D	VS1 - VS2	G - H
ROYAL	R	VS2 - SI1	H - I
BETTER	W	SI2 - SI3	H - I
BETTER	C	SI1 - SI2	I - J
MEDIUM	V	SI2 - SI3	H - I
MEDIUM	N	SI3 - I1	J - K
PROMOTIONAL	X	I1 - I2	K - L
SINGLE CUT	S	I1 - I2	I - J

**THE EIGHTH & NINTH DIGITS:**

The Eighth & Ninth Digits are optional and will only appear if Colored Stones (Precious or Semi-Precious) are used in the Style. **Chart 6** shows the Codes for the corresponding Colored Stones. (Ex ~ **71005FNEM**)

**NOTE** : The Code "PD" and "ER" are used in the Style Numbering to represent Pendants and Earrings. If the Style is a Pendant or Earring then the Code will appear in the Eighth & Ninth Digits, and if there is Color Stones in the Style then the Code for Color Stone will appear in the Tenth & Eleventh Digits.

(Ex ~ **71005FNPEM**)

**CHART 6 COLOR STONES**

STONE	CODE	STONE	CODE	STONE	CODE
ALEXANDRITE	AX	CEYLON SAPPHIRE	CY	PINK SAPPHIRE	PS
AMETHYST	AM	EMERALD	EM	PINK TOPAZ	PZ
AQUAMARINE	AQ	GARNET	GT	PINK TOURMALINE	PT
BLACK PEARL	BP	GREEN AMETHYST	GA	RHODOLITE GARNET	RH
BLUE TOPAZ	BT	GREEN TOURMALINE	GM	RUBY	RB
CITRINE	CT	IOLITE	IO	SAPPHIRE	SP
CREATED ALEXANDRITE	CA	LEMON QUARTZ	LQ	SMOKY QUARTZ	SQ
CREATED EMERALD	CE	ONYX	OX	TANZANITE	TZ
CREATED RUBY	CR	OPAL	OP	WHITE PEARL	WP
CREATED SAPPHIRE	CS	PERIDOT	PE	YELLOW SAPPHIRE	YS

**THE TENTH & ELEVENTH DIGITS:**

The Tenth & Eleventh Digits will represent Metal Color (White Gold or Platinum or others) of Style. "WG" will denote White Gold and "PL" will denote Platinum. (Ex ~ **71005FNPEM WG**) Refer to Chart 7.

**CHART 7 METAL COLOR**

METAL COLOR	CODE	METAL COLOR	CODE	METAL COLOR	CODE
YELLOW GOLD	YG	WHITE/PINK	WP	PLATINUM	PL
WHITE GOLD	WG	YELLOW/PINK	YP	PALLADIUM	PA
PINK GOLD	PG	PINK/WHITE	PW	SILVER	SL
WHITE/YELLOW	WY	PINK/YELLOW	PY		
YELLOW/WHITE	YW	TRI-COLOR (YWP)	3T		

**MISC ABBREVIATIONS & SYMBOLS:**

Please see the different Abbreviations & Symbols used in the ASHI Style Numbering System. Refer to Chart 8.

**CHART 8 ABBREVIATIONS / SYMBOLS**

ABBREVIATIONS / SYMBOLS	MEANING
*	ONE * AFTER PRICE INDICATES 10KT GOLD
**	TWO ** AFTER PRICE INDICATES 18KT GOLD
SM	ENGAGEMENT RING WITHOUT CENTER STONE
LE	ENGAGEMENT RING WITH CENTER STONE
WB	WEDDING BAND
WS	ENGAGEMENT RING WITH CENTER STONE & WEDDING BAND
DS	HIS & HERS WEDDING BAND SET
LD	LADIES RING
MN	GENT'S RING
BK	RINGS, PENDANTS, EARRINGS WITHOUT CENTER STONES

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The Ashi 2010 Catalog is also available as a Branded & Customized Catalog with your Company Logo and Store Address. Please call to request **Your Complimentary Branded & Customized 2010 Catalog**. Your Branded & Customized Catalog will be a one-stop shopping guide and a perfect over-the-counter resource for closing sales and Converting your Prospects into Buyers.