



RITANI

RITANI The Essentials

This document contains essential facts and information about our company. Understanding *The Essentials* will help to streamline the business to business functions that exist between RITANI and its valuable retail partners. **Please read through completely and answer the brief questionnaire.**

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Overview

MISSION

RITANI is committed to providing our customers with the most exquisitely detailed, balanced, and perfectly finished jewelry designs that reflect the honesty of the moment preserving it for all time.

RITANI CRAFTSMANSHIP

RITANI controls quality by casting all metals in house.

All RITANI fine jewelry is created in our own, state-of-the-art facilities in New York. By combining the most current, high-tech computer generated design and manufacturing processes with traditional old world setting, hand finishing and fine craftsmanship, RITANI is able to produce the most exquisite jewelry designs available in the world today.

We utilize only the finest grade platinum, 18k gold and palladium in our jewelry, ensuring a long lasting, durable and high quality product for as long as your customers own it. With our laser equipment we can ensure our pieces are created with clean joints and finish, invisible seams and no porosity.

All of the pieces within RITANI'S fine jewelry collection feature the world's finest diamonds characterized by the 4 C's (cut, color, clarity, carat).

RITANI diamonds are G,H color and VS on all stones.



OUR COLLECTIONS



RITANI SETTING

RITANI introduced its most significant design achievement to date in 2007 -- "The RITANI Setting". This solitaire engagement ring boasts exquisite craftsmanship and elegance from every angle. The most sought after engagement ring on the market today, each setting showcases magnificent diamonds running up and down and in between the prongs. This design is also available in 3 stone engagement rings as well as stud earrings.



ENDLESS LOVE

RITANI'S most recognizable collection was at the forefront of the trend in 'micro pave' settings. Designed and sold either complete with a center diamond or semi-mount, the Endless Love collection has set the standard for what many have attempted to copy today. This collection features a design for every milestone in a person's life including engagement rings, wedding bands, pendants and earrings.



ROMANTIQUE

Featuring RITANI'S trademark architectural detail in the setting around each stone, the Romantique Collection offers elegant and stylish pieces that have been hand carved with a microscopic eye for detail. This collection features a beautiful Grecian leaf carved design with burnished and pave set diamonds and can be finished with or without milgrain styling.



BELLA VITA (BEAUTIFUL LIFE)

Similar to RITANI'S Endless Love™ collection, Bella Vita ('Beautiful Life') draws upon the micro-pave look. By reducing the amount of metal around the diamonds, the Bella Vita collection allows for spectacular views from every angle. From engagement rings and wedding bands to earrings and pendants, these designs mark a progressive change in the way diamonds can be displayed on bridal jewelry.



MODERN

With a variety of styles and designs the Modern collection reflects the truly eclectic taste of our designer. These intricate rings contain a varying display of diamonds and metalwork married together to form unique and sophisticated works of art.



CLASSIC

These are some of RITANI'S most original designs. The classic look is for those who value traditional qualities molded with fresh new designer concepts. From classic polished lines, which are indicative of our roots, to the stalwart build of the under gallery and prongs, these designs reflect the foundation of our treasured line.



MASTER WORKS

Fashioned to carry diamonds and gemstones with the utmost brilliance and beauty, the unique rings in our Master Work collection are objects that stand alone as works of art. Rare, exceptional and timeless, the RITANI Master Work collection always makes an impression.



ANADARÉ

The inspiration behind this new collection comes from that universal moment when two hearts meet and become intertwined as one. The unrivaled quality of these unique rings is what sets them apart all of our other designs. From the twists in the polished shanks to the precision set pave, this collection will forever stand alone.

The Basics

THE DIFFERENCE BETWEEN **ENDLESS LOVE** AND **BELLA VITA**

ENDLESS LOVE



Precious metal elegantly frames
the micro-pave diamonds

BELLA VITA



Reduced appearance of metal (bright cut)
enhances the presence of the diamonds

PERFECT MATCH

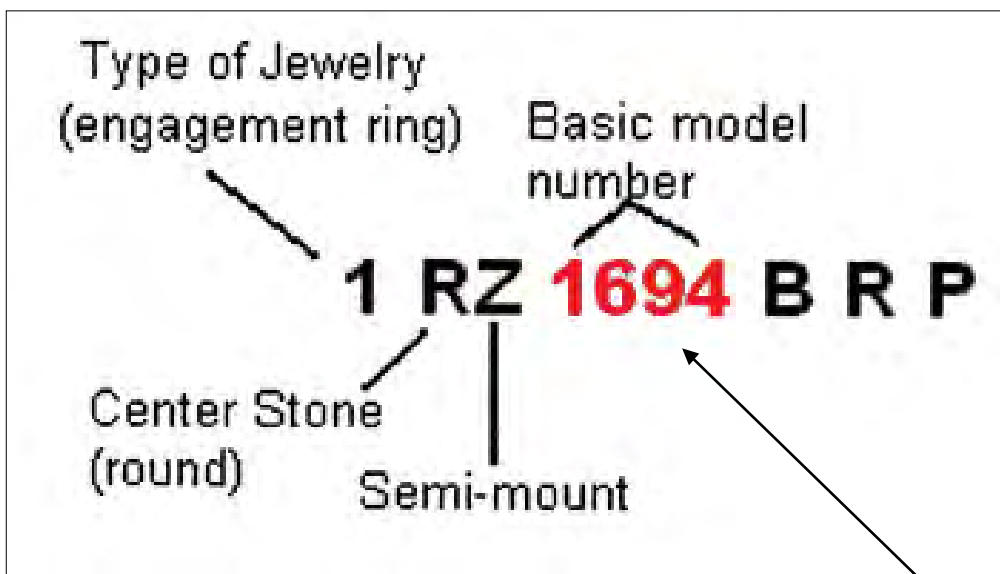
As the name suggests, Perfect Match is the property by which all RITANI engagement rings fit together, as the illustration below shows.

- All RITANI engagement rings will accommodate ANY wedding band.
- Rings and bands can be worn together or individually.
- All rings are designed for maximum quality and comfort.
- PerfectMatch designs are available exclusively from RITANI at a selection of our country's finest jewelry retailers.



STYLE NUMBERS

When ordering or searching for a RITANI product you need to know the basic four digit model number. See the red number below. Use this number when searching and ordering. When ordering include a description (metal, diamond size and color etc) Additional lettering is for office use only.



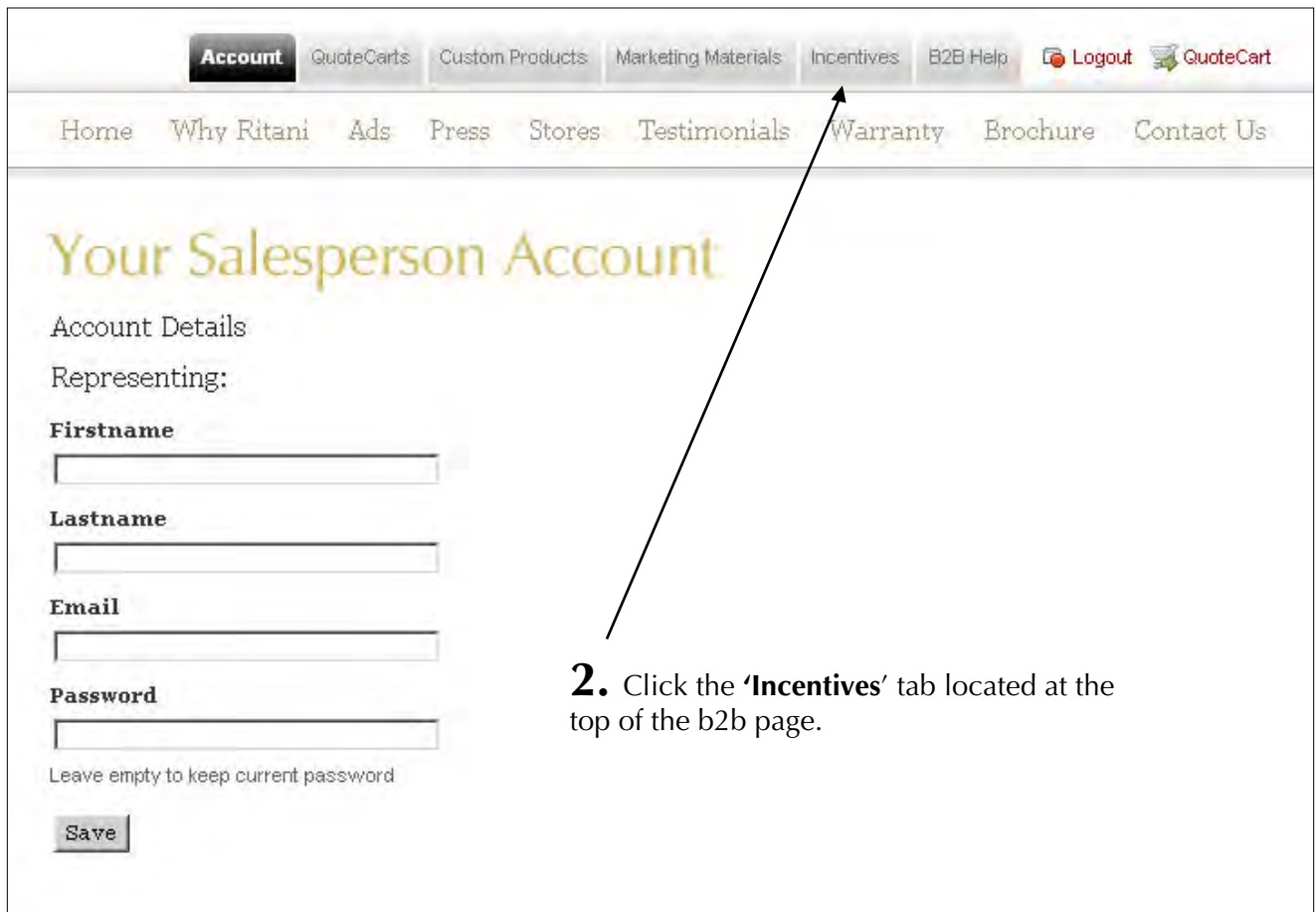
**THE ONLY NUMBER THAT
YOU NEED TO KNOW**

INCENTIVE PROGRAM

Once you have set up your b2b account you will be ready to place orders online. By placing orders online you will be eligible to collect 1.5 credits towards a cash incentive. This 1.5 credit toward incentive cash is ONLY available against purchases made on-line.

To submit an incentive cash request you need only follow a few simple steps.

1. Once your account has been set up and you are logged in click on the **B2B Account** button at the top of the screen to access your b2b.



2. Click the '**Incentives**' tab located at the top of the b2b page.

Account QuoteCarts Custom Products Marketing Materials **Incentives** B2B Help Logout QuoteCart

Home Why Ritani Ads Press Stores Testimonials Warranty Brochure Contact Us

Your Incentive Account

Create a [New Incentive Request](#) »

Incentive Accounting

Category	Amount
Paid	\$0.00
Unpaid	\$0.00
Lifetime Total	\$0.00
Year (2008) Total	\$0.00

Incentive History

Purchase Date	Purchase Price	Status	Proof of Sale	Incentive Amount	Paid	Check #	Action
---------------	----------------	--------	---------------	------------------	------	---------	--------

3. Once you are on the Incentive page you will have the option to **Create New Incentive Request**. You can also check the Incentive Accounting table to see what has been paid to you, what is owed and your totals since enrolling.

4. This form allows you to make an Incentive Request. In the proof of sale section we require that you supply some sort of proof of sale. This can include, a *Purchase Order number*, a *RITANI Invoice number* or a *managers signature on an order referencing the sale*. Some kind of documentation **MUST** be submitted in order for the request to be granted. Once everything is uploaded and filled in hit the **Submit** button.

Create a Incentive Request

Purchase Date
 - -

Purchase Price

Style Number

Address (to send payment to)

Notes

Proof of Sale (i.e. P.O.#, RITANI invoice #, manager signature etc.)

Account QuoteCards Custom Products Marketing Materials **Incentives** B2B Help Logout QuoteCart

Home Why Ritani Ads Press Stores Testimonials Warranty Brochure Contact Us

Incentive Request submitted

Your Incentive Account

Create a New Incentive Request »

Incentive Accounting

Category	Amount
Paid	\$0.00
Unpaid	\$0.00
Lifetime Total	\$0.00
Year (2008) Total	\$0.00

Incentive History

Purchase Date	Purchase Price	Status	Proof of Sale	Incentive Amount	Paid	Check #	Action
Feb 03 2008	\$222.00	Pending	View File	--	Unpaid	--	Delete Edit

5. Once submitted, your request will be pending. RITANI should immediately respond with an approval. If a request gets denied it will most likely be due to a lack of proof information regarding your Incentive request.

Attached the proper information via the **Proof of Sale** field on the previous page to re-submit the request.

After the request has been approved the amount will appear in the unpaid line of the Incentive Account table. Checks will be mailed to the address that was supplied at the time the request was made. Checks will be shipped no later than one month after the request has been approved. After the check has been paid the amount will appear in the year and lifetime totals line.

DO NOT HAVE ACCESS TO A COMPUTER?

If, for whatever reason, you do not have a access to a computer you can fill out the form on the next page and fax it in to us. However, faxing the form **EXCLUDES** you from:

1. Receiving the credit and a half cash amount available only to online incentive requests.
2. Receiving running totals in your Incentive Account table on the RITANI b2b.

All faxed Incentive forms **MUST** also include proof of sale. (i.e. P.O. number, RITANI Invoice etc)

DISPLAY AND MARKETING STYLE NUMBERS

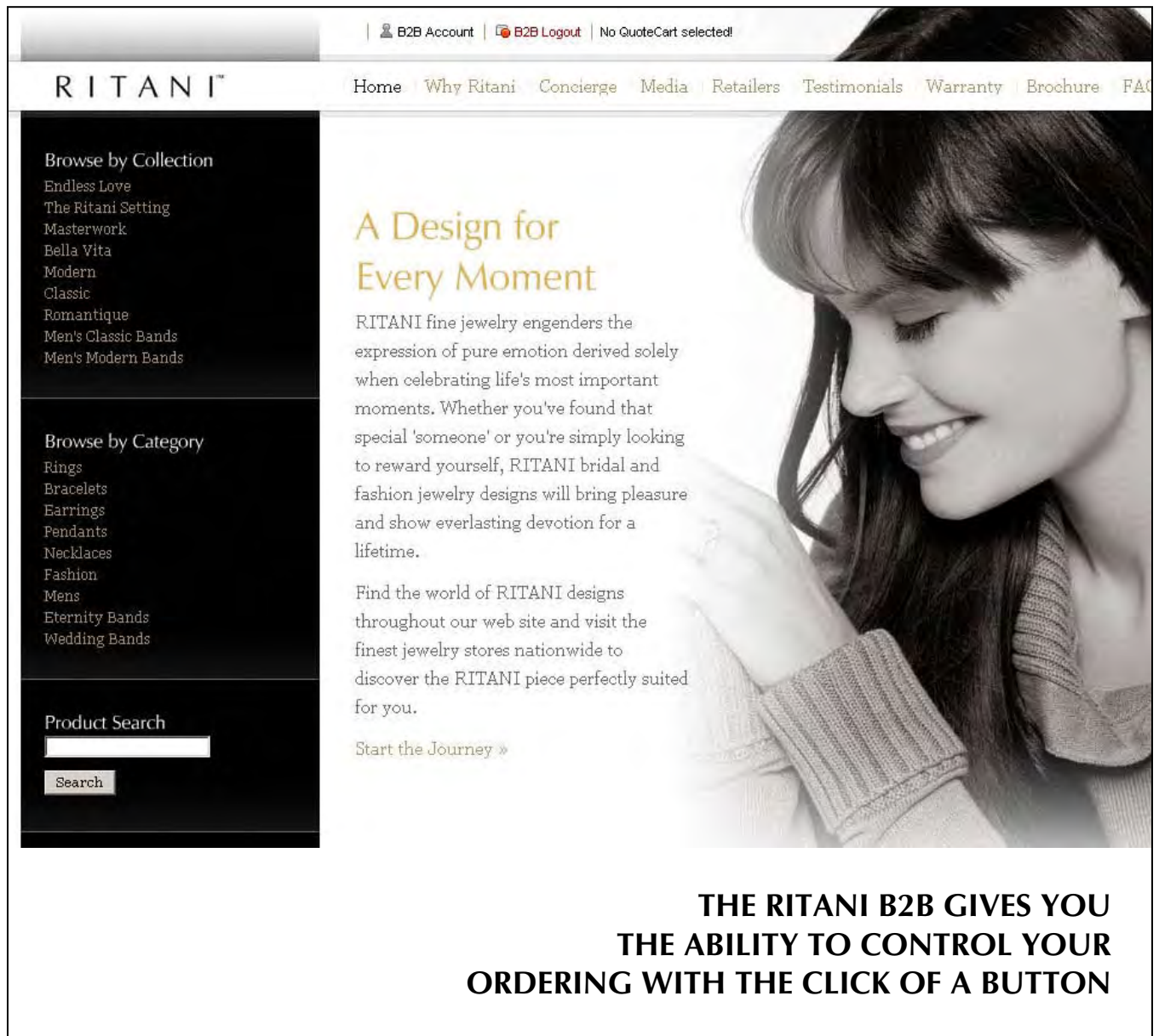
Below are the style numbers that we use to reference display parts and marketing units. Use these when making requests to your sales and customer service representative.

Display Parts	
Rings Stands	Description
RS-SM	Small
RS-MD	Medium
RS-TL	Tall
Earring Stands	
ES-SM	Small
ES-TL	Tall
Pendants	
NS-SM	Small Wooden Base
NS-TL	Tall Wooden Base
NS-LG	Large Black Neck
Base	
Base	Display Base
Back	
DB	Display Back
Wings	
WG-L	Display Wing Left side looking at front
WG-R	Display Wing Right side looking at front
DPF	Digital Picture Frames
Playing Cards	
C-1	Playing Cards
Brochure Holders	
BH	
Rotating Ring Stand	
T-RG	Rotating Ring Stand
Plugs	
Lucite RITANI Logo Plaque 1/4 round	
Price Sheets	
C-PS	Cost Price Sheets
MSRP-PS	MSRP Price Sheets
Brochures	
Bro-100	Brochure quantity 100
Bro-150	Brochure quantity 150

RITANI Web site b2b

4 PARTS OF THE RITANI B2B

1. Getting Started
2. Getting Pricing
3. Placing General Orders
4. Placing Custom Orders
5. Purchasing a Diamond



| [B2B Account](#) | [B2B Logout](#) | No QuoteCart selected!

RITANI™

[Home](#) [Why Ritani](#) [Concierge](#) [Media](#) [Retailers](#) [Testimonials](#) [Warranty](#) [Brochure](#) [FAQ](#)

Browse by Collection

- Endless Love
- The Ritani Setting
- Masterwork
- Bella Vita
- Modern
- Classic
- Romantique
- Men's Classic Bands
- Men's Modern Bands

Browse by Category

- Rings
- Bracelets
- Earrings
- Pendants
- Necklaces
- Fashion
- Mens
- Eternity Bands
- Wedding Bands

Product Search

A Design for Every Moment

RITANI fine jewelry engenders the expression of pure emotion derived solely when celebrating life's most important moments. Whether you've found that special 'someone' or you're simply looking to reward yourself, RITANI bridal and fashion jewelry designs will bring pleasure and show everlasting devotion for a lifetime.

Find the world of RITANI designs throughout our web site and visit the finest jewelry stores nationwide to discover the RITANI piece perfectly suited for you.

[Start the Journey »](#)

THE RITANI B2B GIVES YOU THE ABILITY TO CONTROL YOUR ORDERING WITH THE CLICK OF A BUTTON

1. GETTING STARTED

To begin using the RITANI b2b the retailer must fill out a simple one time set up form below. Once it has been submitted the retailer will receive a confirmation indicating that their account has been set up.

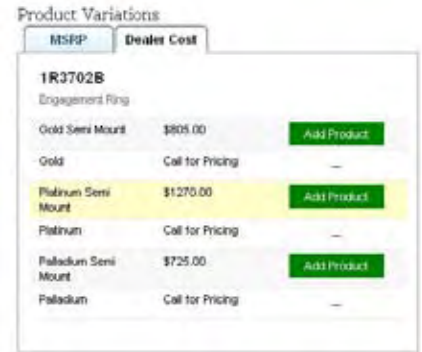
NOTE Logins and Passwords are case sensitive and will be set up lowercase.**

SETTING UP YOUR RITANI B2B ACCOUNT

With the RITANI b2b site you have the ability to set up as many login accounts as you want. (one account per e-mail) You have the option of setting up either a 'Retail' account or a 'Dealer' account.

- The **DEALER** account allows the registered user to access both cost and MSRP.
- The **RETAILER** account is for users to access only MSRP. Orders can not be placed with this account.

You can have as many accounts set up on the b2b as you want. However, each account must have a separate e-mail assigned to it. Please fax this page back to us with ALL of the appropriate information filled in.



Sample of RITANI Dealer Account

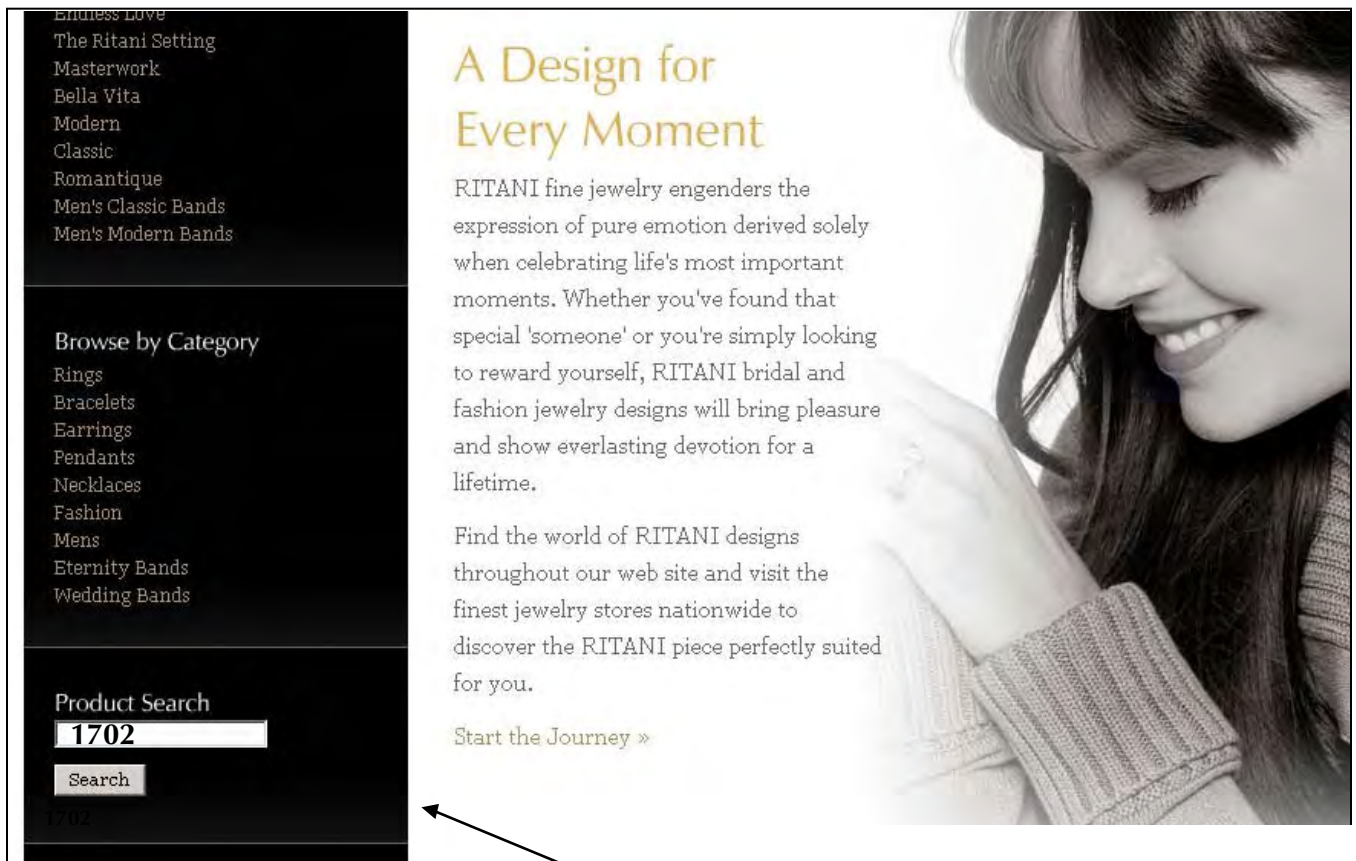
PLEASE PRINT CLEARLY AND FILL IN ALL INFORMATION

Store Name

First Name	Last Name	Email	D for Dealer R for Retail		Password all lower case
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
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<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

FAX back to Tim Spanjer at 646.607.2314 or e-mail to tim@ritani.com

2. GETTING PRICING



The screenshot shows a dark navigation sidebar on the left with three sections: 'Endless Love' (listing 'The Ritani Setting', 'Masterwork', 'Bella Vita', 'Modern', 'Classic', 'Romantique', 'Men's Classic Bands', 'Men's Modern Bands'), 'Browse by Category' (listing 'Rings', 'Bracelets', 'Earrings', 'Pendants', 'Necklaces', 'Fashion', 'Mens', 'Eternity Bands', 'Wedding Bands'), and 'Product Search' (with a text input field containing '1702' and a 'Search' button). The main content area on the right features a large image of a smiling woman with a ring on her finger. Text on the page includes the heading 'A Design for Every Moment', a paragraph about RITANI fine jewelry, and a 'Start the Journey »' link.

The **'Product Search'** bar is available On every page of the RITANI web site.

In the **'Product Search'** bar type in the 4 digits, from the middle of the RITANI style number, that you are trying to look up (as shown in the style sample below).

Hit **'Search'**.

1 R **1702** EER

| [B2B Account](#) | [B2B Logout](#) | [No QuoteCa](#)

RITANI™ [Home](#) [Why Ritani](#) [Ads](#) [Press](#) [Stores](#) [Testimonials](#) [Warranty](#) [Brochure](#) [Con](#)

Browse by Collection

- [Endless Love](#)
- [The Ritani Setting](#)
- [Masterwork](#)
- [Bella Vita](#)
- [Modern](#)
- [Classic](#)
- [Romantique](#)
- [ICON \(Fashion\)](#)
- [Men's Classic Bands](#)
- [Men's Modern Bands](#)
- [Men's Diamond Bands](#)

Browse by Category

- [Rings](#)
- [Bracelets](#)
- [Earrings](#)
- [Pendants](#)
- [Necklaces](#)
- [Fashion](#)
- [Mens](#)
- [Eternity Bands](#)
- [Wedding Bands](#)


Contact Us
Email: sales@ritani.com

Product Search

Enter search terms

[Search](#)


Search Results (16)



Endless Love

Platinum three stone engagement ring to accommodate a 1.00CT bezel set round d centerstone, and bezel set side stones surrounded with the finest set micropave' di with a single row micropave' shank 1.32ctw. Also available in various size and ,...


[View Detail](#) | [Add to Wishlist](#)



Endless Love

Platinum three stone ring to accommodate a .50CT bezel set round diamond cente and bezel set round blue sapphire .54ctw side stones surrounded with the finest set micropave' diamonds with a single row micropave' shank, .38ctw. Also available in sizes....

[View Detail](#) | [Add to Wishlist](#)



Endless Love Pendant

Platinum three stone horizontal design pendant to accommodate a .53CT bezel set sapphire centerstone, and bezel set round brilliant cut diamond side stones .69ctw surrounded with the finest set micropave' diamonds .18ctw. Also available in varie


This will bring up all of the product styles that contain that number. From here you can select the ring that you are searching for. Once you have found the ring that you are looking for click on it to get the pricing.

***Note, there may be many products containing the number that you are searching. Be sure to view all of the pages.**

Home | [Wine / Endless Love](#) | [Add](#) | [View](#) | [Testimonials](#) | [Warranty](#) | [Brochure](#) | [Contact Us](#)

Wine / Endless Love

Image | Video



Endless Love

Platinum three stone engagement ring to accommodate a 1.50ct bezel set round diamond centerstone, and bezel set side stones surrounded with the finest set micro pave diamonds with a single row micro pave thank u, go! too. Also available in various sizes and

Style Number: 1R1702EER

[Main Product](#) | [Customize Product](#) | [Print Product](#)

May we suggest...

- [Endless Love Pendant](#)
- [Endless Love](#)
- [Endless Love Pendant](#)
- [Endless Love Wedding Band](#)
- [Endless Love Earrings](#)
- [Endless Love](#)
- [Endless Love](#)
- [Endless Love Bracelet](#)

Product Variations

MSRP

Style Number	Notes	Material	Price	Action
1r1702EER	Notes: a 1.5ct center	Gold Semi Mount	\$5210.00	Add Product
		Gold	\$17620.00	Add Product
		Platinum Semi Mount	\$8860.00	Add Product
		Platinum	\$18310.00	Add Product
		Palladium Semi Mount	\$7530.00	Add Product
		Palladium	\$17580.00	Add Product
		1r1702CCR	Notes: a 1.5ct center	Gold Semi Mount
Gold	\$10400.00			Add Product
Platinum Semi Mount	\$9160.00			Add Product
Platinum	\$11230.00			Add Product
Palladium Semi Mount	\$5940.00			Add Product
Palladium	\$9990.00			Add Product
1r1702AAR	Notes: a 5.0ct center			Gold Semi Mount
		Gold	\$6880.00	Add Product
		Platinum Semi Mount	Not Available	—
		Platinum	\$7250.00	Add Product
		Palladium Semi Mount	Not Available	—
		Palladium	\$6750.00	Add Product
1r1702FR	Notes: a 1.5ct center	Gold Semi Mount	\$9040.00	Add Product
		Gold	\$31420.00	Add Product
		Platinum Semi Mount	\$10180.00	Add Product
		Platinum	\$31060.00	Add Product
		Palladium Semi Mount	\$3400.00	Add Product
		Palladium	\$31250.00	Add Product

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Once you click on a product it will bring up all of the products containing the style number that you are searching.

Pricing for each style will consist of, White Gold, Platinum and Palladium in both semi-mount and non semi-mount.

Price does not include live diamond wherever semi-mount is indicated.

Price includes diamond either supplied by customer or by RITANI.

3. PLACING ORDERS ON THE RITANI B2B

With a b2b account you have the ability to manage your ordering process

Some of the b2b features include: 24/7 pricing information with all metals available, fast ordering capabilities using the RITANI QuoteCart, pictures of all our styles with updated product and pricing all packaged together in an easy to use web site making the ordering process as streamlined as possible.

Once your b2b account has been set up (using the account set-up form provided) you can begin using the service. Below is a simple step by step tutorial explaining the basics of the RITANI b2b.

All orders placed on the RITANI b2b will receive additional incentive cash.

PLACING A GENERAL ORDER

1. Once your account has been set up, log on to the b2b (buttons at the top and at the bottom of the RITANI home page) using the e-mail address that you provided along with your password.



2. After logging in, click on 'Create a New QuoteCart'. You can create as many QuoteCarts as you want.



Your Salesperson Account
Representing: Tim Spanjer
Create a New QuoteCart +
QuoteCarts

ID	Title	Action
----	-------	--------

Account Details
Firstname

Lastname

Email

Password

Leave empty to keep current password



New Quotecart
Title

Client Contact Info

3. On this page you will name the **QuoteCart** and provide all of your contact information. Hit 'Save'.

Your Salesperson Account

Representing: Tim Spanjer

Create a New QuoteCart >

QuoteCarts

ID	Title	Action
125	ABC Jewelers	Edit Select Delete

Account Details

Firstname

Lastname

Email

Password

Leave empty to keep current password

4. On this page you have the option of choosing which **QuoteCart** you want to **'Edit, Select or Delete'**. To begin filling a **QuoteCart** click **'Select'** below the specific **QuoteCart** that you want to work in.

The title of that **QuoteCart** will appear on the top of the page. This is your active **QuoteCart**.

Home | Who Ritani | Ads | Press | Stores | Testimonials | Warranty | Brochure | Contact Us

You have selected a QuoteCart

Your Salesperson Account

Representing: Tim Spanjer

Create a New QuoteCart >

QuoteCarts

ID	Title	Action
125	ABC Jewelers	Selected Edit Select View Quote

Product: 125 | ABC Jewelers | View QuoteCart

Classic | Engagement Ring | Ritani

Product Variations

MSRP	Dealer Cost	
11566.00	6975.00	
MSRP	Dealer Cost	
MSRP	Dealer Cost	<input type="button" value="Add Product"/>
MSRP	Dealer Cost	<input type="button" value="Add Product"/>
MSRP	Dealer Cost	<input type="button" value="Add Product"/>
MSRP	Dealer Cost	<input type="button" value="Add Product"/>

5. Now that you are logged into your QuoteCart you can begin adding product. By clicking **'Add Product'** you will notice that the product has been added to the QuoteCart. You can either add more product by navigating through the web site, or, you can **'View QuoteCart'** to edit and/or to proceed with your order.

Click to **Add Product** to the QuoteCart.



6. When you click **'View QuoteCart'** the cart will look like this. All of the product that you added will show up here along with descriptions, prices (total MSRP price) and options to edit and/or proceed with the order. You can remove product from this page as well. If you are happy with all of your selections you can click **'Order'** to move on.



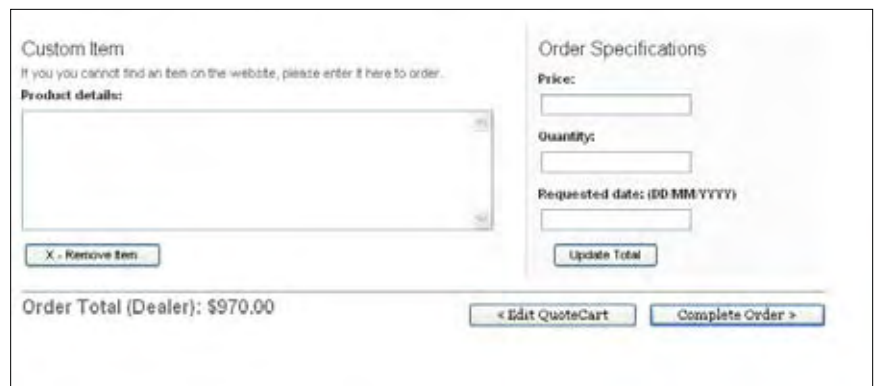
7. On the **'Order QuoteCart'** page you have the options to customize your order by choosing metal, finger size and diamond information. Comments pertaining to the order should be made here.

On the bottom left of the **QuoteCart** there is an option to order a Custom Item. Click on the **'Custom Item'** link if you have a custom order.

8. In this section you can order styles that were not found on the RITANI web site.

If you are satisfied with all of the information pertaining to your order just click **'Complete Order'** to send the order to RITANI for immediate processing.

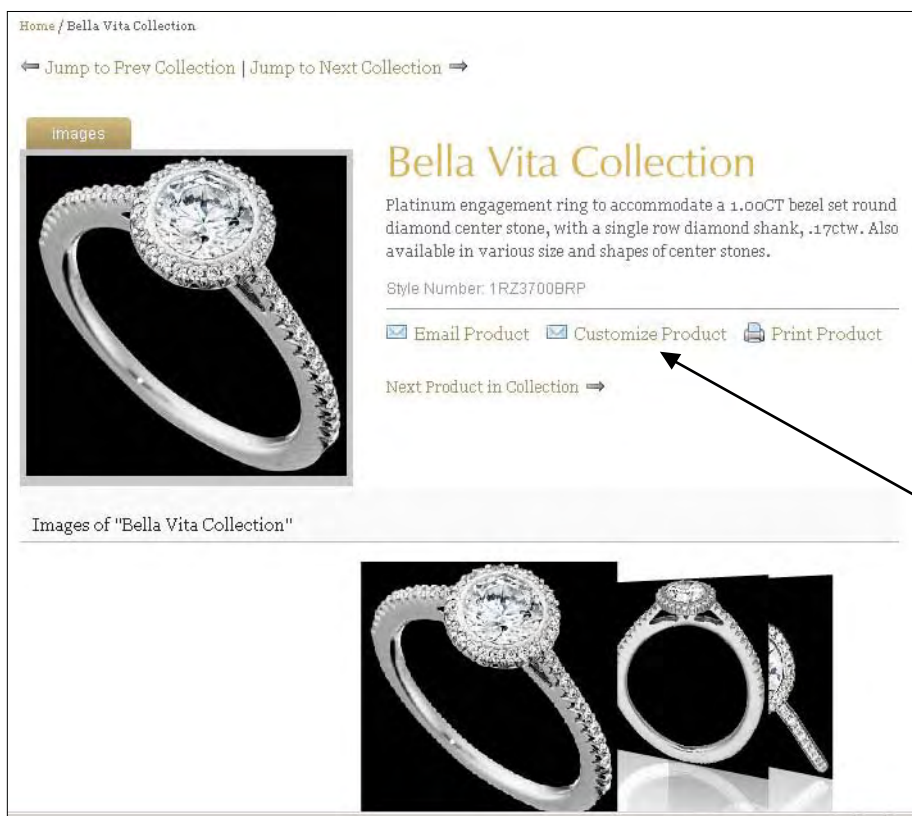
You can also go back and **'Edit QuoteCart'** in this section as well.



4. PLACING CUSTOM ORDERS

The RITANI b2b allows you to place custom orders based off of existing styles. Follow the steps below to learn how to place custom orders.

1. Log on to the b2b section of the RITANI web site and browse to a ring that you would like customize. Click on the ring to enlarge it.



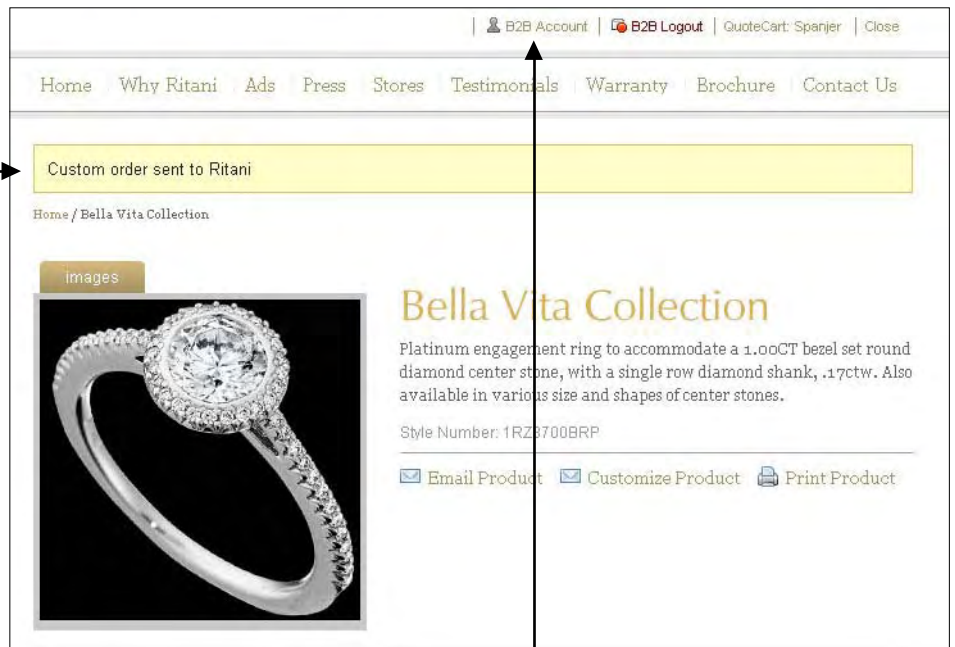
2. Once you have enlarged the ring click on the 'Customize Product' button.



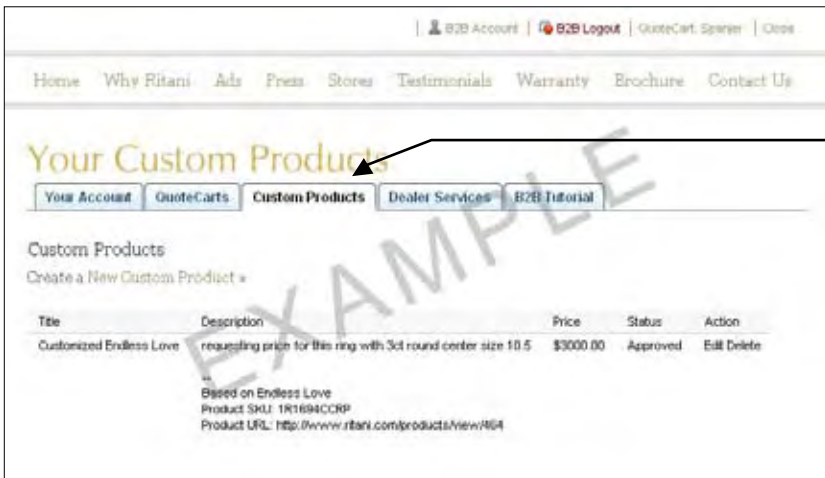
3. Provided is a space where you can type in all of the details concerning your custom order. Be sure and include all of the information.

Click here when you are ready to request a quote.

4. After you have requested a quote, a screen will pop up indicating that the custom order has been sent to RITANI.



From here, click '**B2B Account**' to check on the status of your quote.



5. You can monitor when your custom order has been approved by clicking on the **'Custom Product'** section on your account page.

To the left is what you will see when your order has been approved. You will also notice that the custom order has been priced.

6. To edit, add to, and/or to proceed with your custom order click on the **'QuoteCarts'** tab.

Once inside click on **'View'** to see your approved order. You can also delete any orders at this point.

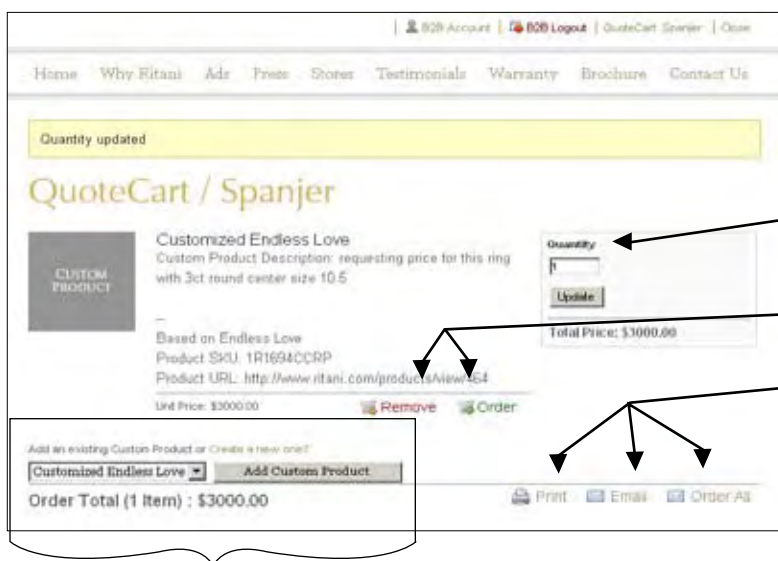


7. Like a shopping cart, this page gives you some additional options to consider before finalizing your order.

You can increase the quantity of a specific piece.

Order or **Remove** specific pieces.

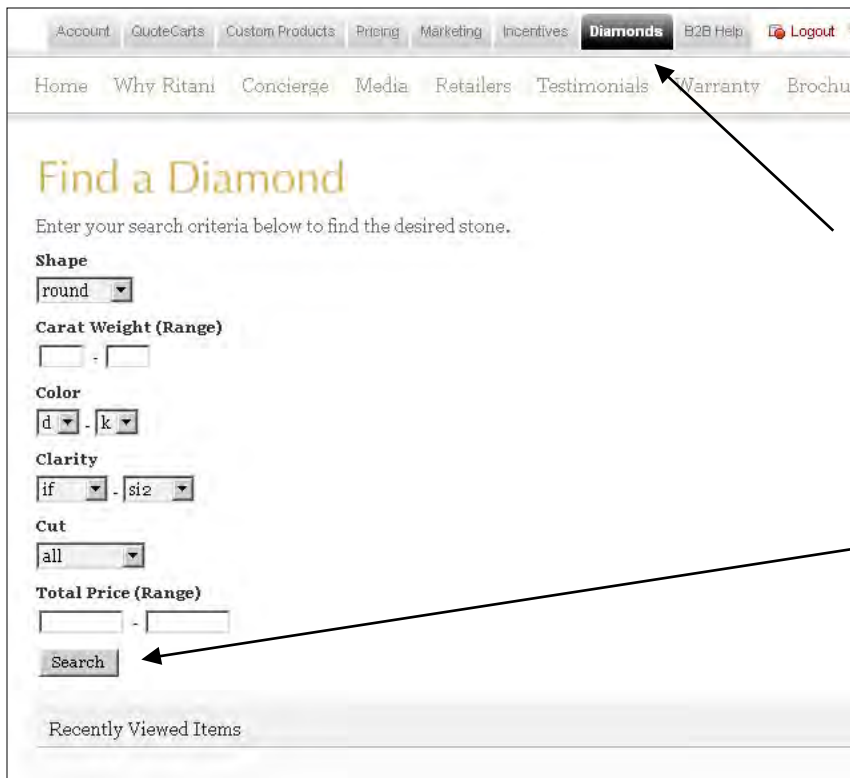
Order All, **E-mail** and/or **Print** the details of your order.



In the **'Add Custom Product'** area you can either add existing approved custom pieces (that you have already created) from your **Custom Products** page, or you can create a new one.

5. PURCHASING A DIAMOND

Using the QuoteCart you can also add a diamond to your order




The screenshot shows the top navigation menu with the 'Diamonds' tab highlighted. Below the navigation is the 'Find a Diamond' search form. The form includes the following fields:

- Shape: round
- Carat Weight (Range): [] - []
- Color: d - k
- Clarity: if - si2
- Cut: all
- Total Price (Range): [] - []
- Search button

Below the search form is a section for 'Recently Viewed Items'.

1. Click on the **Diamonds** tab from the b2b menu to bring up the diamond search form. Use this form to narrow down your search. Fill in all the fields for the most accurate results.

Hit Search



The screenshot shows the 'Find a Diamond' search form with the following updated fields:

- Shape: round
- Carat Weight (Range): 1 - 2
- Color: g - h
- Clarity: vs1 - vs2
- Cut: all
- Total Price (Range): 2000 - 10000
- Search button

Below the search form is a section for 'Search Results' with the following text:

1 diamond(s) found.

Shape	Carat	Color	Clarity	Cut	Size MM	Symmetry	Culet	Flouro	Total Price	Action
round	1.00	h	vs2	good	6.13-6.20-4.05	very good	no	none	\$3520.00	View

2. Once your search results appear select the diamond that you want more information on by clicking the **view** button.

Account QuoteCarts Custom Products Pricing Marketing Incentives Diamonds E2B Help Logout QuoteCart

Home Why Ritani Concierge Media Retailers Testimonials Warranty Brochure FAQ

Find a Diamond / View Diamond

Use your back button to go back to search results.

Want to purchase this diamond?

[Add to QuoteCart >](#)

Diamond specifications:

Diamond Added: 01/28/2009

Rap Price Date when Diamond Added: 01/26/2009

Shape: round

Carat Weight: 1.00

Color: h

Clarity: vs2

Cut: good

Size (MM): 6.13-6.20-4.05

Girdle: thick-very thick

Polish: very good

Symmetry: very good

Culet: no

Fluorescence: none

Table: 58

Depth: 65.7

% Discount: 45.00

Lab: gia

Cert Number: 1102532076

Style Number: rita106

Culet: no

Certification File: [View File](#)

Rap Price: \$6400.00

Price per Carat: \$3520.00

Total Price: \$3520.00

Recently Viewed Items [Show](#)

3. When you click **view** it will bring up all the information pertaining to that specific diamond. If it all looks good you can **Add to QuoteCart** by hitting the QuoteCart button at the top of the page. You can also view a copy of the actual diamond certification by clicking **View File**.

See Cert Sample on next page

Customer Service Department

OVERVIEW OF THE DEPARTMENT

As our customers are our number one priority, RITANI is committed to constantly improving the customer service department (CSD).

We have recently expanded this department and hired additional personnel in order to serve our customers better. Your respective customer service representative is listed below.

Kate Fordham: West Coast
914.948.2200 x114 kate@ritani.com

Chantel Rapacciuolo: Mid-West & South East
914.948.2200 x112 chantel@ritani.com

Heather Sambade: North East
914.948.2200 x122 heather@ritani.com

When calling Customer Service there are a few things to keep in mind:

- 1.** All orders must be placed either via fax or orders@ritani.com. We do not take orders over the phone, for reasons of accuracy and clarity.
- 2.** If you are looking for a specific piece of RITANI jewelry, other than that which you currently have in your store (stock piece, special order [see form in the back of the marketing section] etc.) Please contact any one of our qualified customer service representatives directly (this also includes changes that you want to have made to a stock piece):
- 3.** Please be as knowledgeable as possible about your customer's specific needs prior to placing the call (i.e. carat weight, finger size, type of metal, how soon they need it, etc.) as this makes it much easier for us to accommodate your needs.

4. Whenever possible, it is best to have the style number of the piece that you are looking for. If you are ever in doubt about a specific style, please do not hesitate to call and verify stone information (weights, color/clarity), or to verify cost.

Many of the special orders that we receive do not contain all of the information that we need to make your order correctly. Your cooperation enables us to fill your order promptly and efficiently.

SPECIAL ORDER PROCEDURES

- We now have available the RITANI SPECIAL ORDER FORM that you can fill out and use to fax in your orders. (For use only if you do not generate your own purchase order forms).
- Please make sure you receive a faxed confirmation of your order from RITANI within two days of submitting your order. After initial processing you will receive a copy of the RITANI work order with our in house reference number. After reviewing that the order is correct (Style, Specs, Price, Etc), it is essential that you sign and fax back to RITANI.
- ENDLESS LOVE rings: correct size is $\frac{1}{4}$ smaller than indicated on mandrel. Provide us with mandrel size and we will adjust.
- CANCELLATIONS will be accepted ONLY up to 5 days after order is processed.
- RITANI can not be held responsible for special orders where stone, certificate, or specs are not supplied. If rendering (request rendering charge from your CSR) is approved and product is delivered as per spec, it is a FINAL SALE.

Dedicated Special Orders Fax # (212)214-0607

INFORMATION REGARDING SHIPPING

- When sending ANYTHING to RITANI (stone for an order, ring for sizing, memo return etc...) you must call CS for an RA#.
 - When shipping a package to RITANI, please enclose a PACKING LIST, detailing the quantity and a brief description of the item(s) enclosed. This is to the benefit of both parties.
 - If you are shipping us a diamond for an order, please be aware that RITANI will not start your special order until said diamond is received.
 - If you choose not to send your customer's diamond, please provide a cert for the stone so that we can make your ring accordingly. If no cert is available, your CSR will fax or e-mail you a waiver to sign off on the mm measurements of your customer's stone. Again, your order can not be processed until this information is received.
 - If you are shipping a repair, please enclose in your package EXACTLY what you want to be repaired on the ring. If further assistance is needed on our end, you will be contacted by your CSR.
- Prior to sending anything of value to RITANI for RTV, REPAIRS, SIZING and submission of CENTER STONES, you should contact your Customer Service Representative and obtain a RA#.
- No merchandise can be accepted without a RA #.
 - No credit can be issued without a RA #.

PROCEDURE FOR RTV, REPAIRS & CENTERS

Please see example RA (Return Authorization) Form on the following page.

Please provide the following information for ALL items being sent to RITANI.

- The original invoice number and date.
- Our stock # and style # for each item.
- Does item contains center stone? If yes, was it provided by RITANI?
- Estimated value of item including center, for shipping insurance.
- Indicate date you require piece back in your store.
- Please indicate clearly TOTAL number of pieces in package.
- Obtain proof of delivery to RITANI from your carrier.

Worn rings that cannot be repaired and are not under warranty will receive a scrap credit and will be charged for a new mounting.

Customer's diamond and precious stones.

- Notify CSR before shipping.
- If the job is already in process, obtain job # from CSR for reference.
- Please provide shape, weight, color, and clarity.
- Certificate and inscription information if applicable.
- Estimated insurance replacement value.
- Please indicate breaks or chips in stones.

NOTE: All stones will be examined after being logged in.

SIZING: Sizing Range, for most rings, is limited to one size up or down.

- Size down "FREE"
- Size up "\$60"

SETTING: center stone minimum charge \$50, depending on size.

If any item is returned for QA issues: Please clearly mark on item any and all details relating to the issues.

Certificates: RTV's containing certified stones must be accompanied by the original certificate. If not, there will be a minimum charge of \$175 deducted from the credit.

MEMO return: Please obtain MR# from CSR and include ALL original memo information.

ALL aforementioned information must be documented in writing and included in the package.



RA FORM

Form RTV, Repairs and Customer's Center Stones

Customer Information

Store Name: _____

Contact Name: _____ E-mail address: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Representative Placing order: _____ Phone: _____

IMPORTANT

Prior to sending anything of value to Ritani for RTV, REPAIRS, SIZING and submission of CENTER STONES, you should contact you Customer Service Representative (CSR) and obtain an RA #
No Merchandise can be accepted without an RA#
No credit can be issued without an RA #

RA Information

Ship Blank <input type="checkbox"/> YES <input type="checkbox"/> NO if NO, RA# is required: _____ Return Authorization RA Number: _____ Corresponding PO Number: _____ Original Invoice Number: _____ Date of Original Invoice: _____ Wholesale Value of Merchandise for Shipment: _____	QC Issue description: _____ _____ _____ _____ _____ _____ _____ _____ X _____ Initial
---	---

Special order delivery date is a minimum of 5 weeks from the date RITANI receives the stone.

Note: There will be a \$100 charge for refurbishing when applicable worn rings that cannot be repaired and are not warranted will receive a scrap credit and will be charged for a new mounting.

Diamond Information

Diamond Shape: Round Princess Oval Emerald Cut Radiant Other (please specify): _____

Diamond Weight: _____ Measurements: _____ mm X _____ mm X _____ mm

Diamond Cert. #: _____ or attach a copy of cert.

Laser Inscription: _____

Insurance Replacement Value: _____

Description of any breaks or chips in stone: _____

Store Inspection Initial

Note: All stones will be examined after being logged in.

Additional Information

- If an item is returned for QA issues:
(please clearly mark on item ANY detail issues).
- MEMO Return:
(please obtain MR# from CSR and include ALL original memo information).
- Stock Balance:
(can only be done in conjunction with new replenishment order. Must be approved by our Sales Manager. All above information required).

ALL aforementioned information must be documented in writing and included in package.

Marketing & Advertising

2009 COOP LOCAL ADVERTISING PROGRAM

A co-op advertising fund amounting to 5% of your net purchases from RITANI during the calendar year 2008 purchases will be established for reimbursement towards your 2009 local advertising campaign.

All ads must be PRE-APPROVED by RITANI.

A claim must be submitted along with the appropriate documentation, and proof of use including, a tear sheet and a copy of the vendor invoice which will be reviewed by our marketing department.

After reviewing your claim, RITANI will issue a credit based on a 50/50 participation split. We will notify you by issuing a Memo Credit. Co-op dollars will not roll over into 2010.

Ad material and graphic images are available from our Marketing Dept. Please contact Cristina Ferraro at **914.948.2200 ex 145** or, **cristina@ritani.com**.

2009 CO-OP PROCEDURE

If you would prefer RITANI to design your ad, the following requirements are needed.

1. Actual size specifications - length, width etc
2. Will the ad be full bleed? If so, what length?
3. Will your ad be full color or Black & White?
4. What format would you prefer, PDF, flattened or layered TIFF, or if other please specify.
5. Be sure to included contact name, address and phone number of the person in charge of printing and/or approving final draft.

****ALL ORDERS CAN BE MADE ON THE RITANI B2B IN YOUR RITANI ACCOUNT**

None b2b requests must be submitted via e-mail or fax clearly indicating the requirements listed above.

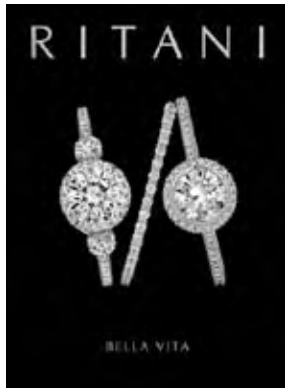
Average turnaround time is approximately 1 to 2 weeks. However, some exceptions apply.

POSTERS & DUROTRANS

RITANI will cover the printing and shipping cost for posters and duratrans.

However, this commitment is only available to retailers who display paid for RITANI posters and duratrans for 6 out of the 12 months in a year. Failure to meet this requirement will result in charges being applied to the printing of additional posters and duratrans.

SAMPLES OF DUROTRANS, POSTERS AND ADS



BV3-BK



BV5-BK



BV-QUAD-BK



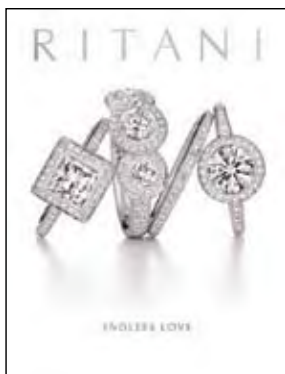
RSC-BK



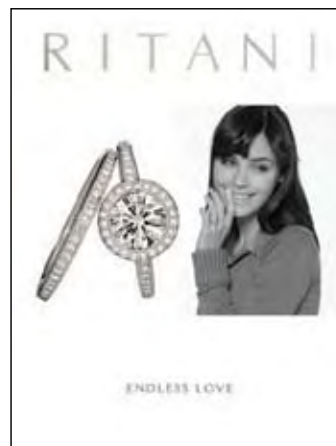
BV5-HW



EL-QUAD-BK



EL-WH



EL-M1

BILLBOARDS

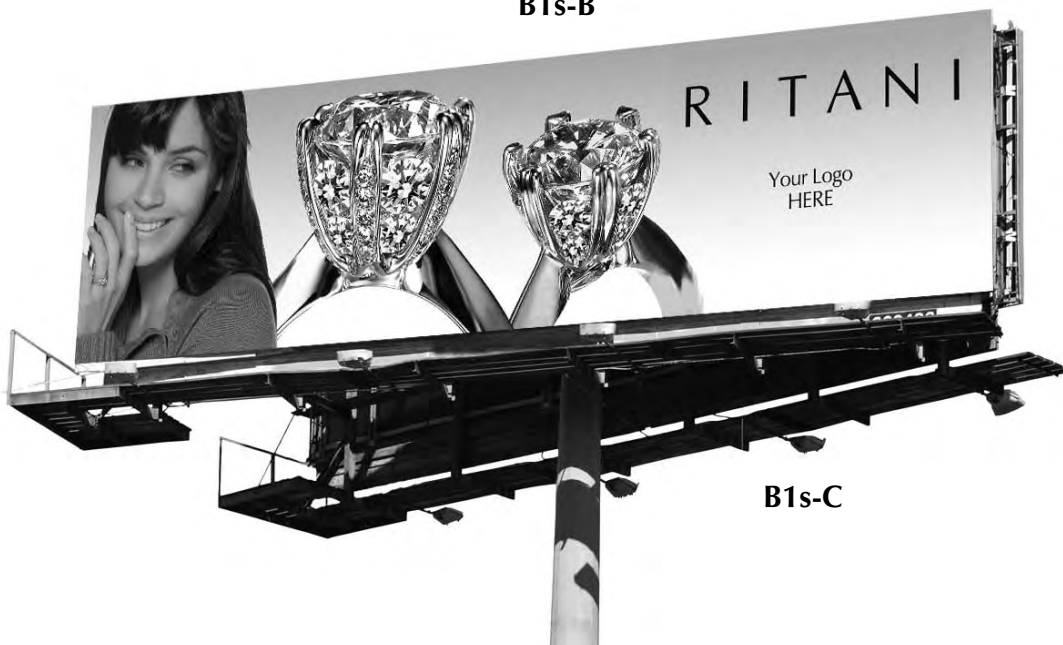
Billboards and ads work on a co-op bases. Either the retailer can have a creative agency create the ad, or we can create the advertisement. If a creative agency is creating the ad we can supply all of the necessary imagery. However, we do require that a proof be sent to RITANI so that the marketing dept. can sign off on the creative to verify that the creative, to which we are applying co-op, complies with the latest RITANI marketing.



B3s-A



B1s-B



B1s-C

DISPLAY



Full Center Display



Men's Display



Full Display with Sides



Counter Pad

