



GREAT FALLS METALWORKS

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GREAT FALLS METALWORKS DEBUTS WEB SITE

Clients now can place and track orders online

PATERSON, NJ (January 25, 2009) – Great Falls Metalworks, the Paterson, N.J.-based wholesale jewelry company founded in 1968, has debuted a new web site at **www.greatfallsjewelry.com**. After creating a password-protected account, retailers can now place and track orders from the entire Great Falls catalog, which includes made-to-order fine and fashion jewelry; cufflinks and studs; and one-of-a-kind unusual stone earrings, rings and necklaces. In addition, the site tracks order histories, making it easier than ever to reorder from Great Falls.

“When fully complete, the site will house our entire design inventory, which includes designs for more than 300 earrings, 200 necklaces, 100 rings, 200 pins, as well as one-of-a-kind pieces and special offers,” says Flora Brothers, president and head designer at Great Falls. “The site also displays the many gemstones that our clients can choose from.”

For 40 years, Great Falls Metalworks has provided American-made, artisan jewelry to the wholesale trade. All jewelry is handmade in the company’s Paterson, N.J. headquarters, a 19th-century silk mill once powered by the Passaic River’s Great Falls.

The company focuses on elegant and beautiful design, responsive service and quality materials (which include unusual stones sourced from around the world and cut at the company’s own lapidary facility). In addition to its vast design inventory, Great Falls also provides custom design and manufacturing for commission pieces. And since its founding by Jan Palombo and Michael Brothers in 1968, the company has never used toxic chemicals and recycles manufacturing materials and byproducts—making it one of the nation’s first “green” jewelry manufacturers.

Visit Great Falls Metalworks and meet head designer Flora Brothers at the New York Gift Fair (Jan. 25-29), Booth #5343; the Philadelphia Buyers Market of American Craft (Feb 13-16), Booth #433; and JCK Las Vegas (May 30-June 2), Booth #44042.

About Great Falls MetalWorks

In 1968, a young artist and her machinist husband began creating jewelry in the kitchen of their Paterson, N.J. home. Today, 40 years later, the company continues its American artisan traditions under designer and daughter Flora Brothers. Collections include fine and fashion jewelry, pins, cufflinks, and one-of-a-kind pieces—all featuring unusual, high-quality stones and metals. Every piece is handmade in the 19th-century former silk mill the company has called home since the 1970s. Great Falls jewelry is sold by leading national and international retailers, catalogs, small boutiques, gift shops and museums—including the Smithsonian, the National Gallery, the Art Institute of Chicago, and more. For more information, visit www.greatfallsjewelry.com or call 1.973.523.6811.

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