



MONTANA[®]

SILVERSMITHS

JEWELRY & BUCKLES SINCE 1973

RETAILER SUPPORT 2021

THE SILVER STORY

From the creation of our first buckle in 1973, to becoming the Brand of Champions® and crafting fine Western jewelry, Montana Silversmiths continues to offer buckles and jewelry of quality and distinction.

The Montana Silversmiths Silver Story helps you leverage the magic of gift-giving and the emotional tie our products create.

Utilize Montana Silversmiths as your year-round gift center for sought after gifts.

Generate sales through customers' Montana Moments – life events, personal milestones, love stories or a championship win create strong ties between our products and the people who give, earn, or receive them.

Montana Silversmiths is 'gifted' both for the giver as well as the person receiving because of the emotional tie with Montana Silversmiths jewelry and buckles.

Montana Silversmiths from its inception builds in the expectation that Every Buckle has a Story. Every story worth telling can be shared through a buckle, from our opening price point Attitude Buckles to our Classic and Trophy Buckles that can be personalized with the 'Build Your Own' program offering a multitude of custom options.

Montana Silversmiths continues to blaze new frontiers in design through innovation, creativity and the standard of creating world class products at every touch point.



JEWELRY

Something for Everyone



BUCKLES

Every Buckle Has a Story.



ExpertVoice

Brand, Merchandising & Product Training

Montana Silversmiths has partnered with ExpertVoice.com to offer online training to our retail partners. Learn the story behind the brand and pick up some helpful selling and merchandising tips.

Training is fun, fast and easy. Best of all, when you pass both "Edu-Games" you earn 50% off retail prices on personal orders!

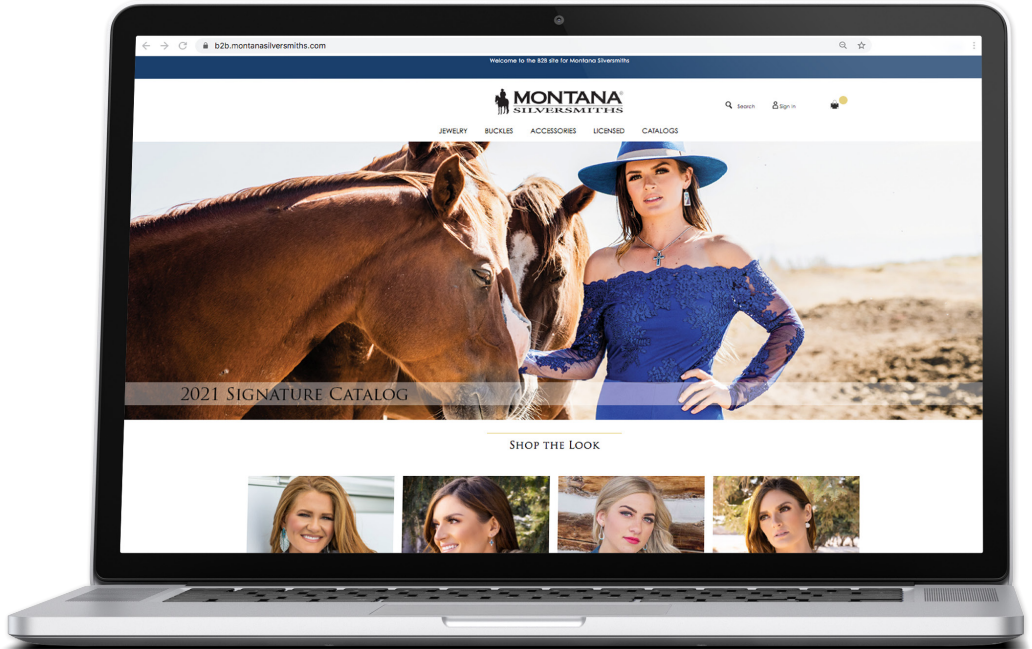
This training is refreshed twice a year, with Signature Catalog in January, as well as Holiday Catalog in July. Learn about the Montana Silversmiths brand and new collection features.

Visit ExpertVoice.com Today!

1. To register, go to www.expertvoice.com
2. Click on "Sign UP" to get your member ID and password
3. Add your retail store as an affiliation to your profile
3. Complete the Montana Silversmiths training for your discount



SET UP YOUR B2B ACCOUNT



Take advantage of

**Easy Ordering
Up-to-Date Product Availability
Quarterly Promotions**

*Contact Customer Service for details at
(800)548-4511
b2b.montanasilversmiths.com*

Merchandising & Display

How to Merchandise CFO

Keep your Montana Silversmiths display case Clean, Full and Organized for maximum sales. Educate your staff and assign a Montana Silversmiths "CFO" in your store. Your Montana Silversmiths CFO is dedicated to taking care of the displays, assuring they are dust/smudge free, well-stocked and organized. Suggest that they check the case once a week and re-arrange often to keep it fresh, especially for holidays or special events. Customers are more apt to visit regularly if they know they will always be seeing something new and different.

This person, as well as an educated sales staff, will also be in direct contact with the consumers, answering questions and selling the product. A knowledgeable staff can provide hands-on service to the consumer and show them how to mix and match or pair Montana Silversmiths products for themselves or as a gift for others. This effort is by far, one of the best things you can do to increase your Montana Silversmiths sales.

Location

Most of our items are "impulse" buy items and placement is very important. The best location for Montana Silversmiths silver displays is in the front of the store near the clothing section but close to the cash register.

Display

The Montana Silversmiths display cases are specially designed to create a strong positive impression by making products the STAR. It increases productivity of space and maximizes sales and profits.

Silver Display Cases

There are two Silver Display Cases: the large and the mid-size. Both are fitted with bright LED lights that make the silver product shine and attract attention. Each case has 4 adjustable glass shelves, a storage unit in the bottom, glass on all sides and locking front doors. The large case measures 75" tall by 48" wide by 20" deep. The mid-size case is 75" tall by 25.5" wide by 20" deep.



Display information can be found in the 2021 Signature Catalog, pages SS04-SS05

Merchandising Tools

AVAILABLE IN-CASE TOOLS



3-TIER SHELF
41209



2-PIECE ADJUSTABLE EASEL
D24



SMALL NARROW PEDESTAL
D26



LARGE NARROW PEDESTAL
D46



SMALL WIDE PEDESTAL
PED2



LARGE WIDE PEDESTAL
PED4



NECKLACE/EARRING BUST
NCD



BRACELET/WATCH PILLOW
BCD



RING DISPLAY
RGD



SMALL JEWELRY DISPLAY BOX
MINIDBOX1



4X6 POS L-FRAME
XFRAME4

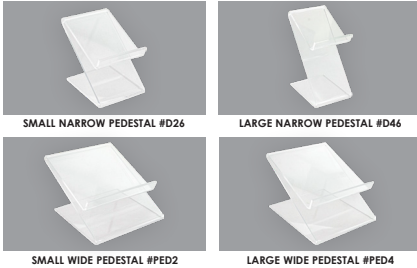


5X6 POS L-FRAME
XFRAME5

Merchandising Tips

Using the Pedestals

- Pedestals come in 4 different sizes. These are great for merchandising product on the back of your shelf to raise product up slightly for easier viewing for your consumers.
- Try not to display anything too heavy on pedestals to avoid products tipping over and falling if bumped.
- When something has been sold from the pedestals or easels and you don't have any back stock to replace it, remove from the display and store it in the storage area below your case to keep a cleaner, more visually pleasing display.



Using Easels

- Easels are made up of two pieces and are adjustable to accommodate any product in various sized boxes.
- When displaying buckles out of their box, if the buckle seems to be angled backwards too much, adjust the back piece of the easel forward so the buckle sits upright.



Using the Tiered Display

- Great for buckle merchandising within the case. Place each buckle on an easel, then on the 3-tier display.
- The 3-tier display aids in staggered height merchandising.
- It's a great option for new arrivals, rings, earrings and product groupings.



Displaying Buckles

- The buckles display better when removed from their boxes.
- Boxes and buckles are both independently tagged so buckles can be removed from their box for display.
- Boxes can be stored below in the lockable storage compartment and taken out when the customer purchases the buckle.



Displaying Bracelets

- Use the lid of the box as a stand for the silver base of the box.
- There are angled pieces in the corners of the lids you can use to set the bottom in to display the bracelet.
- You can use the lids or other bracelet boxes to create height by stacking.



Blue Boxes

- You can prop the pad up within the velvet blue boxes for added lift.
- The Velvet blue boxes are synonymous with Montana Silversmiths. Customers have referred to it as being the "...Tiffany's of the West".
- The new packaging launched in 2019 will continue to mix in with the blue velvet boxes- Please note due to popular request, the trade dressed blue velvet packaging, will be Montana Silversmiths packaging standard going forward.



Merchandising Tips

Feature Products

- Combine Merchandising Tools to help showcase new arrivals.
- Add in Point of Sale Materials to enhance Knowledge at Point of Sale. Ask your territory rep about ordering these tools and Seasonal POS for your case!
- We recommend placing these items on the second shelf at eye level to attract attention and or where you have a grouping for an eye catching draw, making the product the star!



Combine these Merchandising Tools, along with Product and Point of Sale Material to create an eye catching display like below.



Offer a wide selection of men's accessories together on your top shelf. Mix in a few belt buckles!



Combine new and recently released complimentary product. Use Bracelet boxes as their own displays!



Add a hat to your case to display the Montana Hat Feather. The Montana Hat Feather box also folds out as it's own Point of Sale.





Share it & Wear it!

SELLING TIPS

Tip 1: Open the case when people are looking.

Tip 2: Put the item in the CUSTOMER's HANDS while talking about it! Let them try it on. This transfer of ownership increases your chance at a sale by 60%!

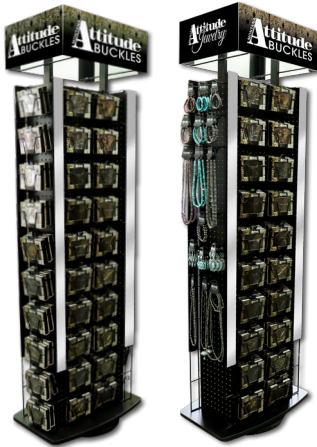
Tip 3: Mention and explain the Montana Armor® and Montana Silversmiths Limited Lifetime Warranty.

Tip 4: Offer two complimentary items/add-ons. For example, if a customer is looking at a necklace, show them the complementing earrings and bracelet.

Supplemental Displays

Attitude Floor Displays

- Rotates 360°
- 4 side-panel mirrors
- Pegboard panels for easy merchandising



Attitude Table-Top Displays

- Rotates 360°
- 2 side-panel mirrors
- Pegboard panels for easy merchandising



Horseshoe Birthstone Display

- Includes 3-Tier Display
- Countertop Merchandiser
- Free with purchase of 12 pieces



Pursue the Wild Display

- Stand-Alone Kit
- 24"W x 16.25"D x 8"H



Display information can be found in the 2021 Signature Catalog, pages SS04-SS05

Selling Features

Finishes & Materials

Sterling Silver (SS)

92.5% pure silver.
Federal standard for Sterling Silver.

Silver Electroplate (D)

99.9% fine silver is electroplated in a carefully controlled thickness.

Gold Electroplate (YG)

24 karat Gold is electroplated for a rich and lustrous finish. Commonly combined with Silver electroplate for a two-tone finish.

Rose Gold Electroplate (RG, RGD, BRS)

18 karat rose gold electroplated for a distinctive finish. Commonly combined with Silver electroplate for a two-tone finish.

Tri-Color Electroplate (TRI)

Gold, Silver and Rose Gold are electroplated for a striking contrast.

Retro Silver (RTS)

Silver electroplated with a hand-applied antique for a rich innovative appearance.

Retro Gold (RTG)

Silver and Gold electroplated with a hand-applied antique for a rich innovative appearance.



German Silver (G)

A trade name for full 18% nickel silver polished to a jewelry finish. There is no silver in German Silver.

Montana Gunmetal (SB, BN, MA)

Silver and/or Yellow Gold electroplated with Black Gunmetal for a dramatic look.

Legacy (LG)

German Silver and Jeweler's Bronze pieces electroplated with Black Gunmetal for a striking look that is affordable.

Curio (VC)

Jeweler's Bronze base with German Silver electroplated details.

Vintage Bronze (BLB)

Jeweler's Bronze base electroplated with Black Gunmetal that is then polished.

Miner's Finish (VG)

Jeweler's Bronze base with a hand applied paint antiquing for an heirloom look.

Midnight Oil (NBB)

Jeweler's Bronze base electroplated with German Silver and Black Gunmetal, then buffed.



WARRANTY

Montana Silversmiths stands behind the quality of our products by offering a limited lifetime warranty on signature and Sterling Lane products against manufacturer's defects (normal wear and tear is not covered). See the full warranty & returns policy in the 2021 Signature Catalog. Call Customer Service at 800-548-4511 with questions or problems.

Selling Features

Montana Armor®

Utilizing state of the art techniques learned over 48 years of business, Montana Armor® extends the durability of each item against the effects of chemicals, tarnishing and abrasion. It preserves the appearance and enhances the value of Montana Silversmiths products.



Designer's Mark™

Look for the Designer's Mark™, a classic Montana design minted on the back of select pieces, showcasing the artistry and grace of Montana Silversmiths bright cut engraving.



Made in Montana

When marked with this emblem it assures you and your customer that this piece is proudly designed in Columbus, Montana, and fashioned by our silver artistry experts.



Made in USA

When marked with this emblem it assures you and your customer that this piece is proudly designed and hand-crafted in the USA. Touched by as many as twenty-five caring sets of hands in our Montana Silversmiths facility in Columbus, Montana.



Swarovski Zirconia®

Swarovski® stands alone as the premium brand for the finest embellishments since 1895. Swarovski® is recognized for global innovative excellence and collaborations with top class designers and brands for fashion, jewelry, and accessories. Look for hand bead-set Swarovski® Zirconia in classic buckles, trophy buckles and Sterling Lane pieces.



Swarovski Crystal®

Swarovski® is the premium brand for the finest crystal embellishments since 1895. It is recognized for its innovative excellence and its collaborations with top designers and brand in fashion, jewelry and accessories. Select Montana Silversmiths jewelry pieces are accented with Swarovski® Crystals.

Natural Stones

Select Montana Silversmiths jewelry and buckles feature genuine stones, including picture jasper, mountain glacier turquoise, black onyx, compressed turquoise with copper, mother of pearl, Montana agate, and more.



Warranty Policy

Warranty Policy

Montana Silversmiths stands behind the quality and workmanship of our products. Product deemed to have a manufacturer defect will be repaired or replaced without question or charge.

*Limited warranty does not cover normal wear, excessive wear, damage caused by abuse, misuse, improper handling, loss, accident, alterations, neglect or disassembly. Cosmetic damage which occurs over time and normal use, such as scratches on the finish or instances of the coating rubbing or wearing off are normal and are not covered by warranty.

No credits will be given for warranty claims. Warranty claims will be replaced or repaired at Montana Silversmiths discretion.

Products damaged in shipping will be repaired or replaced when returned within 30 days of delivery.

The following return guidelines by category apply to requests by consumers for returned product due to manufacturer's defect discovered after purchase and/or the scope of product warranty due to normal wear and tear.



Buckles

Trophy, Custom and Classic Buckles have a lifetime limited* warranty against manufacturer's defects when accompanied by a receipt. Attitude Buckles have a one (1) year limited warranty against manufacturer's defects when accompanied by a receipt.



Silver Trim and Accents

Montana Silversmiths Saddle Trim and Silver accents have a lifetime limited* warranty against manufacturer's defects when accompanied by a receipt.



Jewelry

Montana Silversmiths Signature Jewelry and Accessories, as well as Pursue the Wild and Sterling Lane Jewelry have lifetime limited* warranty against manufacturer's defects when accompanied by a receipt.



Watches

All watches have a one (1) year limited* warranty on manufacturing defects when accompanied by a receipt. Leather, crystals and batteries are not covered under the warranty.

How to File a Warranty Claim

Due to the "treasured gift" nature of our business, customers commonly form an emotional attachment to their Montana Silversmiths product, so it is important to treat customer concerns with sincerity and sensitivity.

Typically, individual consumers should file a warranty claim directly with Montana Silversmiths by visiting our website at <https://www.montanasilversmiths.com/warranty-returns>. For customers present at the store, staff may evaluate product for warranty eligibility, then complete the return authorization form to initiate a repair.

Upon receipt of your initial warranty claim, the Montana Silversmiths repairs team will:

1. Review the information
2. Assign a Return Merchandise Authorization number (RMA)
3. Contact you with next steps information and shipping instructions

When submitting your warranty claim, please include a picture of the product (included as part of the online form) to help our repairs team better assess and advise on how the warranty claim will be handled.



Share Warranty Information with RMA Cards
Call Customer Service at 800-548-4511 to Order

All return shipments must be accompanied by a (RMA) Return Merchandise Authorization number, which will be given to you when you file your warranty claim. Including an RMA on your return package is important so that our repairs team is able to process product returns to the correct person.

All associated freight costs are the responsibility of the consumer.

If your item falls within the warranty it will be repaired or replaced at no charge to you.

For those cherished items that are beyond the warranty period or scope, Montana Silversmiths returns team will repair the item as best they can and advise the consumer of any minimal charges. In the event that a product or style has been discontinued, Montana Silversmiths will substitute a replacement item of similar value at our discretion.

Returns Policy



Montana Silversmiths will not accept retail product returns or exchanges for individual consumer purchases made through an independent dealer.

Request for returns and credit due to shortages or order errors (entry and/or pick-pack) must be directed to Montana Silversmiths Dealer Customer Service within 30 days of receipt of shipment.

All returns must be accompanied by a Return Merchandise Authorization (RMA) Number. Montana Silversmiths will not accept product returns or exchanges (not offered as a warranty claim) from individual consumer purchases made through an independent dealer.

Montana Silversmiths will honor warranty claims on all individual consumer purchases, regardless of where the purchase was made.

Repair Services

View the current signature catalog or visit the website for current pricing.

Buckles

Common repair services include:

- Refinishing
- Engraving, Lettering and Figures

New custom buckles that have engraving or raised letter errors will have to be remade. Errors made by Montana Silversmiths are the responsibility of Montana Silversmiths and will be remade at our cost. Errors on behalf of the dealer or consumer will be charged to remake the buckle, including the cost of all engraving and/or raised letters. Normal fees apply for buckles returned for refinishing due to normal wear and tear. Engraving finished buckles requires that the buckle be made over from scratch. For this same reason, we are unable to change a figure or initial on an item.

Jewelry

Common repair services include:

- Refinishing

Watches

Common repair services include:

- Watch band replacement
- Pocket watch replacement
- Battery replacement
- Resizing bracelet or stretch band (links added or removed)

Discontinued watch styles or parts may not be available.



Return Shipping & Handling ALL PRODUCTS \$12.99
All associated freight costs are the responsibility of the consumer.

Refinishing

DYO* Sterling	\$75.00
BYO* Tri-color & Black Gunmetal Plated Buckles	\$40.00
BYO* German Silver, Two-Tone &	
Sterling Silver Plated Buckles	\$35.00

Engraving, Lettering and Figures

Engraved finished buckles require that the buckle be remade. Please fill out the returns form for a quote. For this same reason, we are unable to change a figure or initial on an item.

Jewelry

Jewelry Replacement Due to Normal Wear & Tear.....	\$35.00
Bolo Cord & Tip Replacement.....	\$15.00

Watches

Classic Montana Timepiece Replacement	\$40.00
Classic Montana Leather & Metal Watchband Replacement.....	\$65.00
Classic Montana Flexband Replacement	\$20.00
Montana Time® Timepiece Replacement	\$65.00
Montana Time® Metal Band Replacement	\$65.00
Montana Time® Leather Strap Watchband Replacement	\$25.00
Metal Link Band Resize or Replace Links	\$25.00
Pocket Watch Replacement.....	\$45.00
Battery Replacement on ALL WATCHES	\$15.00

Discontinued watch styles or parts may not be available.

CAPTURE MORE SALES WITH *Personalized Gifts*



YOUR BRAND | YOUR LOGO | YOUR MESSAGE



Become your customers' go-to gift center by offering Montana Silversmiths unique personalized gifts – bringing joy to both the giver and the recipient.



Personalize your buckle with Swarovski® Zirconia

HAND BEAD-SET STONES





Montana Silversmiths offers the best in custom buckles and awards for champions at every level. The story of every champion is hand-crafted into the design of the buckle with passion and pride by our artisans.

DESIGN YOUR OWN and BUILD YOUR OWN

DESIGN YOUR OWN

DESIGNER BUCKLES, SPURS, & AWARDS

Start from scratch with your inspiration and with our expertise, will create your **Designer Buckle, Spurs, or Awards.**

6-8 weeks delivery



BUILD YOUR OWN

TROPHY BUCKLES & AWARDS

Choose from a variety of options: engraving, stones, figures, lettering, date trim and paint color to personalize your **Trophy Buckle or Award.**

4-6 weeks delivery



Community

A portion of Montana Hat Feather and Montana Trophy Hat Feather sales goes directly to the

Pursuit of Excellence Scholarship Program

Pursuit of Excellence Scholarships are awarded for efforts in self-improvement, setting and achieving goals, and being involved in a western way of life.

Montana Silversmiths has proudly awarded over \$60,000 in scholarships since 2005. We are proud to support the youth that strive to pursue excellence in their lives and communities.



**Customize
your
own!**

Promotional Material Available for your store! - Call Customer Service at 800-548-4511 to Order

Visit our website at
<https://www.montanasilversmiths.com/pursuit-of-excellence-scholarship>
for more information!



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SOMETHING FOR EVERYONE

www.montanasilversmiths.com

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