

Gem ePrice

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What will your wholesale cost be for the colored gemstones in that lovely ring you just designed for your customer? Knowing this information is important to the success of your business. Gem eWizard aims to help address that issue for you with their newly released product, Gem ePrice.

Determining wholesale diamond prices is relatively easy. Simply cross-reference size, shape, color and clarity with listings on Rapaport, Stuller, some other publication, or an online source. After minor adjustments for variables such as cut quality you have your answer.

But what do you do to research your wholesale price for colored gemstones? Unlike diamonds there are few colored gemstone pricing publications (e.g. The Guide). Surely color is the most important value characteristic of a colored gemstone yet until now we have had no simple, accurate method to cross-reference a gemstones color with its wholesale cost. Gem ePrice begins to change all that.

The screenshot shows the Gem ePrice website interface. At the top, there is a logo for Gem ePrice with the tagline "Pricing Your color" and a "Buy Now!" button. Below the logo are navigation tabs for "Gem Search", "Price List", and "Price Calculator". On the right side, there are links for "Report", "Help", and "Exit".

The main content area is divided into several sections:

- 1 Choose Gem Type and Shape:** Includes dropdowns for "Gem eWizard", "Ruby", "Gem Type: Story", "Oval", and "Show Shape Ruler".
- 2 Choose Grade and Color:** Features three red gemstone images labeled "AAA" with checkboxes, a "Value Chart" button, and dropdowns for "1: Red (R)", "5 - Medium", and "4 - Moderately Strong".
- 3 Choose Size:** Includes radio buttons for "Weight", "Calibrated Size", and "MM Size", with a "1 1/2" dropdown and "From 1.36 To 1.89" range.
- 4 Choose Cut, Clarity and Treatment:** Includes dropdowns for "Good", "Moderate", and "H- Heated".
- Color Reference:** A sidebar with "No Image Selected", "Your Image" (Browse), and "Choose Color" options.

A "Calculate Price" button is prominently displayed in the center. Below it is a "New Gem Search" button.

5 Price Calculation Results: A table showing the calculated price for the selected gemstone.

Type	Shape	Size/Weight	Grade/Clarity	Treatment	Colors	Price Range
<input type="checkbox"/> Ruby	Oval	Weight: 1.36 - 1.89 Cts.	AAA	H- Heated	GW_1_5_4	Per Carat \$3650.00

At the bottom of the results table, there are links for "Select All", "Delete Selected", "Print Searches", and "Report".

Gem eWizard is known for their groundbreaking research and development of, among other products, the digital colored gemstone color grading system, Gem eSquare. Now they have taken their technology one step further and published a new product called Gem ePrice. Gem ePrice is the first product available to jewelers that uses color as the primary portal for accessing data concerning the wholesale price of colored gemstones. Naturally it also takes into account all other value characteristics affecting a gemstone's price including shape, size, clarity, and enhancement (treatment). All of this information is presented in an easy to use computer interface that can be accessed on-line or configured to work locally on your computer.

Arriving at a wholesale price in Gem ePrice is a simple process, all done onscreen and made easy with the click of a mouse. Select the gem type along with the shape and cut. Choose the color from the color quality chart or the full color palette called Value Chart (my favorite method). Choose the gemstone size by weight, weight range, or millimeter size and then designate the cut quality, clarity and treatment.

Once your choices are made, click on the Calculate Price button to obtain the price/ct. which is displayed at the bottom of the screen. If you want to see the results displayed in spreadsheet form and incorporating a broader range of pricing data there is a Price List tab. Gem ePrice retains a history of your queries and can print your complete search results. Additionally a report that incorporates your search criteria and the Gem eWizard color image can also be easily produced.

So where does the pricing data come from? Data is collected through Gem eWizard's proprietary technology that analyzes tens of thousands of gemstones offered for sale on the internet, reviews and input from industry-renowned experts, and data collected from the Gem eShare trading platform. Additionally Gem ePrice implements checks and balances to verify the veracity of data being provided and updates prices every four weeks.

You can find out more about Gem ePrice at www.GemWizard.com. If you would like to try out a 30 day free trial of Gem ePrice go directly to www.GemPrice.com. The annual subscription for Gem ePrice is \$240, however, Stuller customers receive a 10% discount bringing the price down to \$216.