

George Press Jewelers Saves Precious Time with Thermo Scientific Portable XRF Analyzer

"More than anything, it's labor saving. If I can save myself an hour a week, that's great. The technology is wonderful."

– George Press, owner and co-president, George Press Jewelers



Promoting quality – George Press



George Press Jewelers



Inviting shopping experience

Niton XL2 Precious Metal Analyzer Benefits

- AuDIT™ plating detection technology
- Rapid, simple, and accurate karat sorting
- Simultaneous analysis of precious metals
- Single-step process... get results in an instant
- Easier, safer, faster, more accurate than nitric acid test methods

A Sterling Reputation

Located just 15 miles outside of New York City in Livingston, New Jersey is one of the premier sources for bridal jewelry collections, couture jewelry and timepieces, and custom designs – George Press Jewelers. In the business almost 40 years, and in this Livingston location for nearly 33, George Press, owner and co-president with his wife Cheryl, has built a reputation based on product excellence and superb customer service.

The company's mission statement says it all, "...to provide the most rewarding customer experience possible, exceeding all expectations. Our hallmark is personal attention, product quality, and professional integrity." That's a lot to live up to, but George Press says, "Our customer service is paramount."

It was at the JCK Show in Las Vegas, considered one of the jewelry industry's foremost trade events, where Mr. Press discovered an instrument that could help him combine product integrity and customer service, and also save himself precious time.

Technology Meets Art

An experienced goldsmith with a degree in fine arts, as well as a self-described "techie," Press was interested when he saw the Thermo Scientific Niton XL2 x-ray fluorescence (XRF) precious metal analyzer exhibited at the show. "I was familiar with the technology, but not exactly how it worked. I knew what it did, I just didn't know how.

"My wife and I were both intrigued by it, and we thought it would be a great labor-saving device. We do a fair amount of gold buying. I'm very much hands on when it comes to the production of things in my business, so I need to save time where I can. I still examine every job that comes through my store, regardless of volume, and make sure that it is up to par. Bottom line quality control is my responsibility," notes Press.

It didn't take long for them to make the decision to purchase the Niton® XL2 precious metal analyzer. After the show, he went back to Livingston to continue his due diligence. He says, "I went to the web

and looked at all the others that are out there. There are a lot of stationary units... much larger and considerably more expensive. This instrument seemed to be a little more compact.”

How It Used To Be – Passing the Acid Test

Looking to the past helped Press realize the value that handheld XRF technology could bring to his business. “When we first started testing gold, we used gold testing sticks and a single acid called aqua regia. Then about 20 years ago, they came out with what are called titrates, which are acids of different potencies.

“What you would do is strike your piece of jewelry on a stone, and then put the acid on the strike. Different acids would then tell you whether the piece is 10, 14, 18, 22 karats, and so forth. It’s pretty archaic,” Press observes and then adds, “If you did volume, and you were in a hurry, it was inevitable that you were going to get these little acid burns. With XRF, I don’t have to deal with that anymore.”

A Platinum Hit with XRF

George Press Jewelers offers unique and sophisticated fine jewelry, which means that platinum is often the precious metal of choice. Not unlike gold, the combination of elements (called alloys) can be critical. Press explains, “We do a lot of platinum jewelry work, and the alloys don’t mix if they are different. There are four or five different choices for platinum additives. For example, if you have iridium platinum and you try and repair it with cobalt platinum, it’s not going to work. So my bench jewelers are always running into my office for the XRF analyzer testing the platinum to

see what kind of additive it has so that they can size a ring or add a setting using the appropriate alloys. That’s one of the things I looked forward to the most with the analyzer. Until you do it, it’s almost guesswork.”

He continues, “I’ve recommended the analyzer to a lot of people. When some of my contemporaries are in the store, I’ll bring them in the back. I like to show it off.”

The Gold Standard of Customer Service

With the emphasis on quality products and customer service, George Press Jewelers has a highly trained and congenial staff of twelve. At a recent promotional event that attracted many new customers, Press reports hearing comments such as “your staff is so nice, so friendly, so well informed.”



Measure exact precious metal content onsite

In fact, Press says that one customer “needed just a prong repair, something I ended up doing myself the same day. You drop what you’re doing to keep people happy. They do their research to find out where they have to go to get the job done properly, and they end up here.”

So with a large, very loyal – now spanning two generations – and expanding customer base, the more time Press and his staff can devote to customers and enhance their experience, the better he likes it. The Niton XL2 precious metal analyzer helps give him some of that time by providing analysis results quickly, accurately, and efficiently.

Press concludes, “More than anything else, it’s labor saving. If I can save an hour a week, that’s great. The technology is wonderful.”

For more information, please contact your local Thermo Scientific portable XRF analyzer representative or visit our website at www.thermoscientific.com/niton.

George Press
JEWELERS