Wax Insignia

Hand Cast in Italy

2011

Distributed Exclusively by Freund-Mayer & Co. Inc. ◆ P.O Box 112469, Naples FL 34108

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Dear Valued Retail Partner: We are proud to introduce you to our 2011 Collection of Wax Insignia Jewelry. Our pieces are casual treasures inspired by history and the people around us, or sophisticated accents of fashion forward jewelry that evoke passionate responses from old and new fans alike. We offer many complementing products that allow for a mix n' match look to suit anyone's style.

Wearable, Giftable
Meaningful
Jewelry for All

Index

Pages 4-5..... Square Vintage Style Pendants & more

Pages 6-7.....Round Cerif Initial Pendants & more

Pages 8-9.....Petite Designs & Horoscope Pendants

Pages 10-11.....Mini Accent Charms

Pages 12-13.....Regal Pendants and Rings

Pages 14-15.....Round Charms and Key Pendants

Pages 16-17.....Chains, Pearls & Bracelets

Pages 18-19.....Retailer Displays & Packaging

Benefits of carrying Wax Insignia Jewelry in your store:

- Artisan Jewelry Handcrafted In Italy at excellent retail price points
- Free-formed Wax Seal Shapes with raised relief imprints
- Made from mixed metals with a hand applied antique finish for long wear and durability-no oxidization.
- All Jewelry nickel free & lead free
- Fast shipping –Low Minimums

Made by talented Artisans in the foothills of Florence, Italy.

Our Inspiration

Our Jewelry was created to pay homage to the noble, romantic and enchanting tradition of sealing letters with wax seals. In ancient times, your personal wax seal held a special symbolism and meaning for the owner. It was a way to express your identity, stature, and beliefs and helped to find strength through the toughest of times. Today, our pieces are a modern conduit for the charm, romance and symbolism of wax seals in creating uniquely styled, hand crafted Artisan Wax Seal Jewelry. Our pieces have the distinctive look of a genuine wax seal with raised relief designs and freely formed edges– this is what makes each piece unique and different from any other Jewelry style on the market today.

Our Story

Wax Insignia Jewelry is a brand first launched in 2008 in response to many requests from our Wholesale and Retail customers who had purchased our line of Original Wax Seals for many decades. Having been known in the Gift Industry as the main source and one of the few purveyors of Genuine Wax Seals since the 1950's, it seemed a natural progression to creating Wax Seal Jewelry. And so we did, together with our Italian Artisans with whom our relationship dates back some 50 years. We are proud and honored that our Original Wax Seal Designs have found a new and appreciative audience.

Our Process

Through the centuries-old process of lost wax casting, a unique shape is created in a wax form by stamping it with an original wax seal to create the desired design. A mold is then created, into which the hot liquid metal is poured and then fired in a kiln over high temperatures. Once the metal has cooled, it is polished and cleaned. The final step is to apply an antique finish to give the piece a vintage-style look, and also help preserve and prevent oxidization.

Our Materials

Wax Insignia Jewelry features Old World hand made artistry, each individually shaped with freely formed edges. Each piece is hand cast in Italy by our Metal Artisans from our original wax seal molds that have existed for decades. Most of our jewelry is made from mixed metal Silver and Brass– all nickel free and lead free. Our artisans then apply an antique finish for a vintage style look that also helps preserve and protect it from oxidization. This process provides 3-4 times the wear resistance of silver. No special care is required to keep our Jewelry looking like new for many years.

Necklace and Bracelet Gift Sets

A new look for our most popular square Pendants. This Necklace features our distinctive Figaro chain in two popular sizes, 16” or 18”, packaged in our deluxe Signature Gift Box.

Square Initial Necklace Sets

(Sorry, No XYZQUI)

To order single initials:

 # WI951PPBX16 – 16” Necklace

 # WI951PPBX18 – 18” Necklace

E-Z Pre-Pack Assortment
#WI951PPBXPK
20 Initial Necklaces (1 of Each Letter)
Available in 16” or 18” Figaro Chains

Fleur De Lis Necklace

 # WI955PPBX16— 16”

 # WI955PPBX18— 18”

L-O-V-E Necklace

 # WI962PPBX16– 16”

 # WI962PPBX18— 18”

Bracelet Gift Sets

A perfect complement– Figaro Bracelets with square insignias. This bracelet wears and lasts like Sterling Silver. Hand crafted in White Brass with Sterling Silver lacquer for durability, quality, look and a nice weighted feel. **Available in 7” or 8”.**

E-Z PrePack Assortment
#WI951BRBXPK
20 Initial Bracelets
(1 of Each Letter)
7” and 8” available

Square Initial Bracelet Sets

(Sorry, No XYZQUI)

 # WI951BRBX –to order single initials

L-O-V-E Bracelet

WI962BRBX07– 7”

WI962BRBX08—8”

Fleur De Lis Bracelet

 # WI955BRBX07— 7”

 # WI955BRBX08— 8”

Pendants Only

#WI955PP– Fleur De Lis

#WI962PP—L-O-V-E

See Page 13 for Complementing Rings

Square Petite Pendants 7/8"

Square Filigree Initials with raised relief design and unique shapes that distinguish our most popular Initial Insignias. Cherished by their wearers and noticed by all... Wear individually on any style chain, or create combinations with our other Charms for a personalized look.

Item #WI951PP
To order single initials.
Approx. 7/8" size.

EZ Pre-pack Assortment:
#WI951PPPK
20 Pendants (1 of Each Letter)

Item #WI951PPG To order single Initials Gold Plated
(Nickel free) over Brass with a protective antique finish.
Approx. 7/8" size.

EZ Pre-pack Assortment
#WI951PPGPK Gold Plated
20 Pendants (1 of Each Letter)

7/8" Square Vintage-style Pendants

Let Old World Charm come to life with our new Vintage-style square Pendants, featuring a unique postage-stamp design and inspirational messages , deeply embossed in an old school type font. All Pendants feature free flowing wax seal edges and raised relief design, which can only be created from an original wax seal.

#WI600PP La Vie En Rose

#WI601PP Les Bons Temps

#WI602PP Love is the Key

#WI603PP Forever Thine

#WI604PP Bee Happy

#WI605PP C'est La Vie

#WI606PP Dare to Dream

E-Z Pre-Pack Assortment #WI650PPPK 14 Pieces (2 of each design)

Our original Cerif Initial created in the 1960's is as distinguishable and wonderfully quirky as originally intended—sophisticated and every-day wearable.

This Cerif Ring is a perfect complement to our Petite Pendants. The adjustable band makes it an easy fit.

2" long 3-dimensional two-sided Key Pendants with textural details.– See Page 15 for additional Key Pendant designs.

 # WI431RG –to order single Initials
(Sorry, No XYZQUI)

E-Z Pre-Pack Assortment
#WI431RGPK
20 Rings—(one of each letter)

 # WI931KY –to order single Initials
(Sorry, No XYZQUI)

E-Z Pre-Pack Assortment
#WI931KYPK
20 Cerif Initial Key Pendants
(1 of each letter)

Cerif Initial Toggle Pearl Necklace
All letters available except XYZQUI.

#WI931TG16 - 16" Necklace with Cerif Initial Pendant

#WI931TG18 - 18" Necklace with Cerif Initial Pendant

E-Z Pre-Pack Assortments

#WI931TG16PK

20 Initials- 16" Pearl Necklaces (1 of Each Letter)

#WI931TG18PK

20 Initials- 18" Pearl Necklaces (1 of Each Letter)

Cerif Initial Pendants & More

Playful and dainty, yet powerful.....Our original Cerif Initial created in the 1960's is as distinguishable and wonderfully quirky as it was originally intended. As popular as ever, the Pendant Charms created with our original wax seals are a classic adornment for all ages. Each pendant has it's own unique shape with raised Initials that are typical of genuine Wax Seal Jewelry.

#WI931PP Petite Pendant 22cm (7/8")
All letters available except XYZQUI.

E-Z Pre-Pack Assortment
#WI931PPPK
20 Initial Pendants—(1 of Each Letter)

Dainty, yet powerful
A classic adornment
for all ages.

Necklace Gift Sets

Bead Ball Chain Necklace, available in two popular sizes, 16" or 18" , packaged in our deluxe Signature Gift Box.

Cerif Initial Necklace Sets– (Sorry, No XYZQUI)

 # WI931PPBX –to order single Initials

#WI931PPBXPK16—E-Z Pre-Pack Assortment.
20 Necklaces, 16" (1 of Each Letter)

#WI931PPBXPK18– E-Z Pre-Pack Assortment
20 Necklaces, 18" (1 of Each Letter)

Petite Pendants 7/8"

Our collection of Round and Oval Petite Pendants has been expanded to include something for everyone....from traditional, and meaningful symbols to fun, fanciful and even trendy. A great way to create your own secret amulet... This versatile 7/8" size is as perfectly suited to wear as a Petite Pendant on a Necklace , as well as on a Charm Bracelet.

#WI323PP Cross

#WI553PP Fleur De Lis

 # WI322PP Crown

 # WI741PP Peacock

 # WI801PP Palm Tree

#WI771PP Two Hearts

#WI320PP Heart Locket

 # WI770PP Heart Wings

 # WI896PP Claddagh

 # WI866PP Love Letter

 # WI586PP Horseshoe

 # WI772PP Compass

 # WI324PP Ichthus Fish

 # WI841PP Peace Symbol

 # WI773PP Nostalgic Key

E-Z Pre-Pack Assortment
#WI500PPPK
24 Petite Pendants
(2 of each of the top 12 designs)
NOT including Twilight or Horoscopes

Petite Pendants 7/8"

WI321PP Bee
#**WI814PP** Paw Print
#**WI810PP** Dragon Fly
#**WI587PP** Skull and Crossbones

Twilight-inspired Pendants

The hugely successful Book and Movie Series have created a large and loyal following among the fans of the characters. Let this creative interpretation of the Twilight devotion help fuel your sales.

WI567PP Protected By Jacob
WI566PP Bitten By Edward

Horoscope Pendants

#**WI400AR** Aries

#**WI400TA** Taurus

#**WI400GE** Gemini

#**WI400CA** Cancer

#**WI400LE** Leo

#**WI400VI** Virgo

#**WI400LI** Libra

#**WI400SC** Scorpio

#**WI400SA** Sagittarius

#**WI400CP** Capricorn

#**WI400AQ** Aquarius

#**WI400PI** Pisces

E-Z Pre-Pack Assortment #WI450PK 24 Pendants—(2 of each design)

Sterling Silver Accent Charms 5/8"

Charmed, I'm Sure! Personal Inspirations and Messages are hand stamped into **Sterling Silver** Charms, individually hand created– no two are alike. Our little darlings are a great way to accentuate any Wax Seal Pendant or just let this inspirational jewelry reflect the many layers of what keeps us interesting and unique. A way to make a statement of individuality or pay homage to loved ones. You will find these versatile little Accents to be small in stature but big in appeal.
5/8" Diameter. Edges are naturally round, but still freely formed.

WI500ACLO Love

WI500ACFA Faith

WI500ACPE Peace

WI500ACSOP Save Our Planet

E-Z Prepack Assortment #WI510ACPK
24 assorted Sterling Silver Accent Charms

WI500ACBE Believe

WI500ACHO Hope

WI500ACLU Lucky

WI500ACRS Rock Star

WI500ACQU Queen

WI500ACPR Princess

WI500ACBF Best Friends

WI500ACAN Angel

WI500ACBTC Be The Change

WI500ACRE Rebel

WI500ACDA Custom Date-Commemorate Birth, Anniversary, Marriage etc.

WI500ACCN Custom Names. 5 letters per line, 3 lines max.

WI500ACCW Custom Words -Any three words. Max. 3 lines-5 letters top and bottom, 6 letters in middle

WI500ACMG Mardi Gras 2011

WI500ACWD Who Dat (Not Shown)

Wax Seal Accent Charms 5/8"

Adorable Mini Wax Seal Charms with natural freely formed edges and deep relief font in mixed metal of Silver and Brass with antique finish. Created as a complement to the larger Wax Seal Charms, these Mini Accent Charms offer more ways to wear our jewelry, allowing your customer to layer her necklace into an inspired personal amulet.

#WI700MS Mixed Metal Silver Mini Accent Charm - to order single Initials

All letters available except XYZQUI

EZ Pre-Pack Assortment
#WI700MSPK
20 Charms—(1 of Each Letter)

Mixed Metal Silver over Brass with an antique finish to protect and prevent oxidization.

#WI720MG Gold Plated Mini Accent Charm–to order single Initials

All letters available except XYZQUI

EZ Pre-pack Assortment
#WI720MGPK
20 Charms—(1 of Each Letter)

Gold Plated(Nickel Free) over Brass with a protective antique finish .

Below are just a few examples on how to personalize necklaces by using Accent Charms. Be they inspirational, custom words or simply an Initial to remind us of a loved one...they create necklaces that will be cherished by their wearers for many years to come.

Regal Pendants 1¼”

Our Regal size Pendants have a substantial look and feel and surely make a statement. Especially suitable for lovers of larger pieces. Can be worn individually on a simple Sterling Silver Chain, or stacked on a chunky chain for a bold effect.
Approximately 1 ⅛”- 1 ¼”

#WI951PD Square Initial Pendants with Wax Seal edge. All letters available except XYZQUI.

E-Z Pre-Pack Assortment
#WI951PDPK
20 Pendants — (1 of Each Letter)

Regal Pendants - Symbolic Motifs

#WI885 Mehndi Flower

#WI855 Fleur De Lis

#WI821 Cross

#WI876 Heart Swirl

#WI853 Bee

#WI619 Awareness Ribbon (not shown)

#WI820 Star of David

#WI831 Celtic Cross

#WI846 Butterfly

#WI764 Oak Tree

#WI812 Lion

#WI805 Celtic Knot

E-Z Pre-Pack Assortment
#WI800PDPK
16 Pendants
(2 each of most popular 8 designs)

#WI951PRG Wax Seal Shape Square Filigree Rings

E-Z Pre-Pack Assortment
#WI951PRGPK 20 Rings (one of each letter)

#WI431RG Cerif Rings to order individually by letter

E-Z Pre-Pack Assortment
 # WI43RGPK
20 Rings (one of each letter)

#WI451J Square Filigree Initial –no edge

E-Z Pre-Pack Assortment
#WI451JPK 20 Rings
(one of each letter)

Reinventing an old tradition with romantic charm! In medieval times, all court members and royalty proudly displayed their own Wax Seal Rings with royal symbols or family crests.
Wax Insignia Rings are reminiscent of this custom with their unique wax seal shaped edges. Decorative adjustable bands complete the look and make for an easy fit, adding a romantic charm and definitely some attitude. Please see Page 18 for Display Ring Tray (please order separately)

Please Note: The Rings on this page are decorative and not functional as Wax Sealers.

#WI553PRG Fleur De Lis

#WI772PRG Compass

#WI771PRG Two Hearts

#WI841PRG Peace

#WI322PRG Crown

#WI770PRG Heart Wings

#WI321PRG Bee

 # WI323PRG Cross

E-Z Pre-Pack Assortment
#WI475RGPK
24 Rings— (3 of each design)

3/4" Round style charms for those who prefer the non-wax seal shape . Our charms can be worn on Bracelets or as Charms on any suitable chain or stack them for a multi-layered look.
All Charms feature round or oval circular edges.

E-Z Pre-Pack Assortment
#WI875CHPK
24 Assorted Charms
(2 each of Top 12 Sellers)

#WI814CH Paw Print
#WI805CH Celtic Knot
#WI876CH Heart Swirl
#WI801CH Palm Tree
#WI770CH Heart Wings
#WI851CH Crown
#WI821CH Cross
#WI820CH Star of David

#WI853CH Bee
#WI841CH Peace
#WI771CH Two Hearts
#WI837CH Daisy
#WI863CH Chinese Good Luck
#WI855CH Fleur De Lis
#WI846CH Butterfly

#WI951CH Filigree Initial ¾" Charms-no wax seal edge. All letters available except XYZQUI.

E-Z Pre-Pack Assortment
#WI951CHPK
20 Initial Filigree Charms (1 of each letter)

Find the key to perfect fashion sense with our vintage-style Key Pendants, which are sure to grab oodles of attention!
Each 3-dimensional two-sided Key Pendant is hand crafted in Italy from our original wax seal molds and then fired in Brass and Silver mixed metals. A durable antique finish gives it distinctive textural details. 2" long.

#WI772KY Compass Pendant
#WI771KY Two Hearts Pendant
#WI321KY Bee Pendant
#WI841KY Peace Pendant

E-Z Pre-Pack Assortment
#WI710KYPK
(8 Key Pendants-one of each design)

#WI821KY Cross Key Pendant
#WI855KY Fleur De Lys Key Pendant
#WI876KY Heart Swirl Key Pendant
#WI322KY Crown Pendant

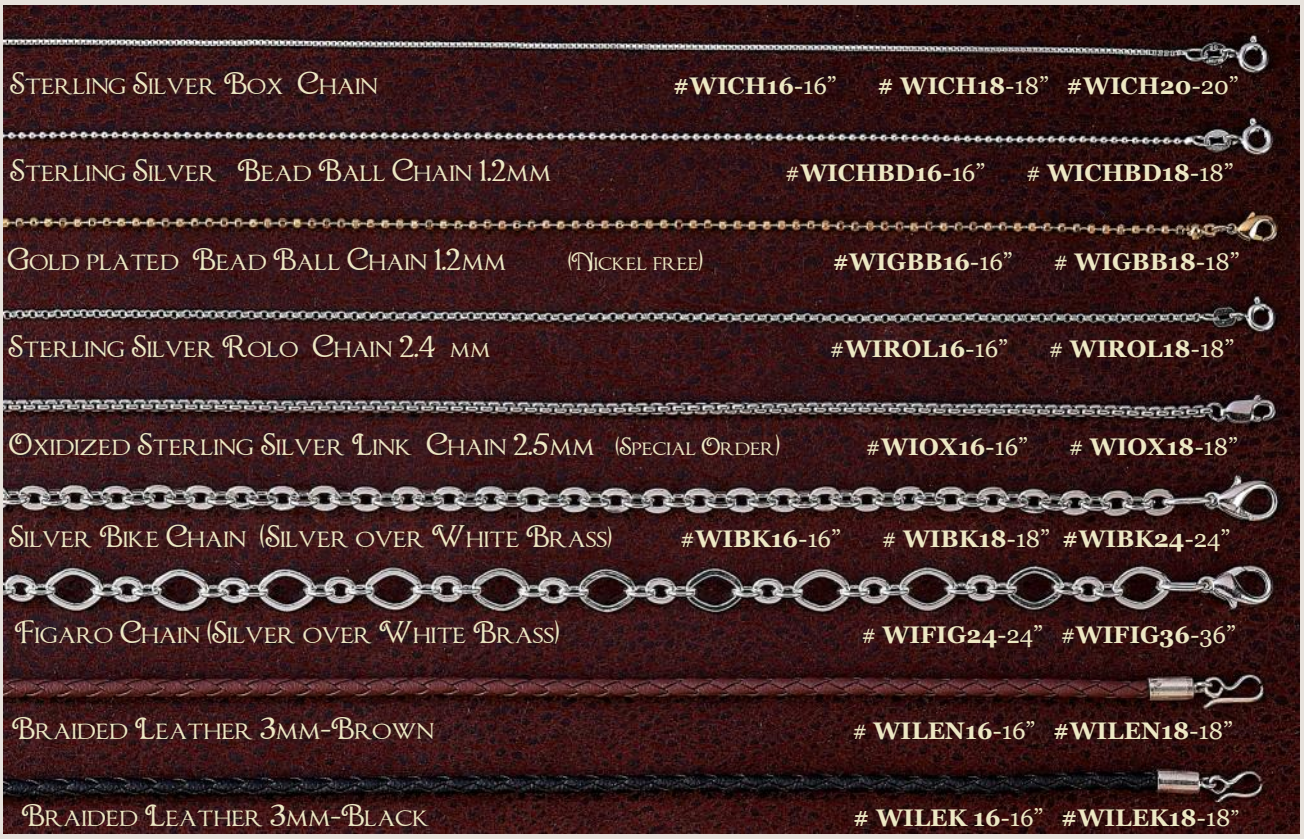
#WI931KY Cerif Initial Key Pendants.
All letters available except XYZQUI

E-Z Pre-Pack Assortment
#WI931KYPK
20 Cerif Initial Key Pendants
(1 of each letter)

Complement Key Pendants with our Petite Pendants shown on Pages 8 and 9.

Chains and Cords

Our Quality chains complement our Jewelry perfectly in a variety of sizes, lengths and weights. From Sterling Silver to hand crafted heavier chains of Silver over White Brass, we offer something for every taste and budget. **Please note all Pendants and Charms are made to fit over all chains except Figaro and Pearl Stands. Pendants must be attached to Figaro and Pearl Chains by opening Jump ring.**



New Chain Styles For 2011:

Please see Ordering Details above.

Gold Plated Bead Ball Chain
16" or 18" (Nickel Free)

Oxidized Sterling Silver Link Chain
16" or 18"
Luxury high quality chain.
Pre-oxidized for longer wear with a vintage look that perfectly complements our jewelry.
(By Special Order only)

Braided Leather Cord
16" or 18"

Freshwater Pearls with excellent luster, silk knotted for extra strength and fitted with a Sterling Silver Toggle.

To purchase Pearl Strands without Pendant:
#WIP1600WH-16”

#WIP1800WH-18”

Toggle Pearl Necklaces with attached Pendants-16 or 18”:

#WI323TG Cross Necklace

 # WI866TG Love Letter Necklace

#WI771TG Two Hearts Necklace

#WI810TG Dragonfly Necklace

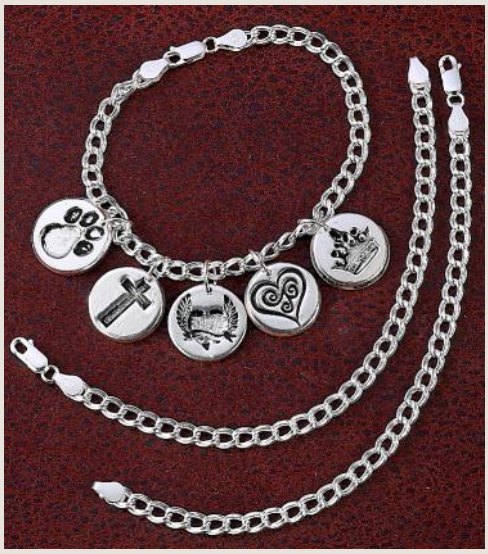
#WI321TG Bee Necklace

 # WI553TG Fleur De Lis Necklace

#WI322TG Crown Necklace

Sterling Silver Bangle Bracelet
#WI100BB
Handcrafted Bangle Bracelet made of Sterling Silver-one size fits all.

Wear with any Petite Pendants or Charms.



Sterling Silver Loop Bracelet

A perfect complement to our Charms or Petite Pendants.

#WIBR07 Bracelet 7”

#WIBR08 Bracelet 8”

Wax Insignia Signature Gift Boxes (3.5x3.5”) are available by ordering below:

#WIBX Signature Gift Box with white cotton insert

#WIBX2 Signature Gift Box with Black Necklace Foam Insert

#GFFP1001 Signature Charm Pouch

Each Charm or Pendant is shipped our Signature Charm Pouch, along with a descriptive Booklet. All pieces are tagged with a Silver Pricing Tag (blank on reverse– UPC codes available upon request.)

Signature Gift Boxes: **We offer 12 free Gift Boxes with the purchase of a filled display unit of $400 or more** (shown on opposite side). In addition, **each order increment of $500 qualifies for an additional 12 Gift boxes** , which must be requested on your order. Please purchase additional Signature Gift Boxes separately as needed.

#GF1000RT Black Faux Leather Ring Tray
7”W x 7.5”H
This unit can be inserted in our Counter Displayer or displayed on its own.

Please refer to Page 13 for Ring E-Z Pre Packs.

Multi-purpose Jewelry Displayer

- Eye-catching and multi functional displayer shows our Wax Seal Jewelry to it's full advantage. (Bust Displays not included)
- Display unit is made from solid Wood covered with a textured faux leather in black and silver . 15"L x 8½"W x 12"H.
- Charms and Pendants hang on chains from pegs or can be displayed in Tray on bottom.
- A removable Ring Tray (optional) covered in faux black leather allows you to customize the contents of the displayer to suit your inventory needs. In lieu of a Ring Tray the display design offers storage for additional product or gift boxes (see small inset photo)
- All displayer costs are offset with free merchandise when purchased with a minimum product selection of $400 or more.
- Each displayer also includes 12 free Signature Gift Boxes & free Signage materials.
- Please purchase all contents separately and mix n' match as it suits your needs. We offer E-Z Pre pack Assortments on most of our products to make your initial selection easier-Please refer to individual product pages in this catalog.

#GF1000 Empty Display (no Ring Tray)
#GF1050 Empty Display with Ring Tray

WAX INSIGNIA
HAND CAST IN ITALY

P.O Box 112469, Naples FL 34108