

Veberod Bulletin

April 2021

FINAL PRINT
EDITION

Its a Digital World

Sign up for email to continue getting Veberod Bulletins!

As metalsmiths we naturally like the hands-on approach and love the touch and feel of metal and gemstones when we work with them. It came as quite a shock last year when the world shut down during the COVID-19 pandemic! Like many of our friends and customers we were forced to adapt and learn new ways of communicating and working. As I write this article, we can envision a post-pandemic world and look forward to seeing customers return just to browse, try on new jewelry, and enjoy time out of the house!

During the first two to three months of the pandemic, we were almost exclusively communicating with customers online via email, messenger, facetime and texts. While not always a replacement for seeing jewelry in person, these digital options are definitely here to stay and can often work to streamline the process and make a store visit more productive.

We have just launched a new website so please check it out (www.vgems.net) and let us know what you think. On the new site you can shop for finished jewelry, set up an appointment with a goldsmith, upload pictures and ideas to start the custom design process, and sign up for emails. The website is meant to be more up-to-date and user friendly so please give us some feedback on what you think works and what doesn't. Even if you find broken links or spelling errors, let us know so they can be fixed as quickly as possible!

If your only communication from Veberod has been this quarterly newsletter, please note that

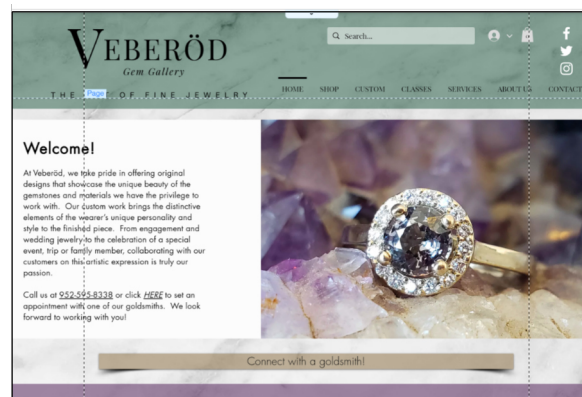
Help Wanted

People are beginning to emerge from hiding following the pandemic and we are looking to hire for a few entry level positions. If you are interested in either of the following, please email for an application.

bradanderson@vgems.net

Shop Apprentice

Janitorial



THIS IS THE FINAL HARD COPY THAT WILL BE MAILED. You can continue to enjoy our stories, notice of events and pictures of new jewelry by going to www.vgems.net and signing up for emails direct to your inbox. Past newsletters will also be available for viewing on the site.

If you are on Instagram you can find us at [vgemsgallery](https://www.instagram.com/vgemsgallery). If not, you can also access the Instagram posts on our new website or on Facebook at Veberod Gem Gallery. These are all great options for seeing the new jewelry as it is made. We also share other posts of interest in the including jewelry in the news and gemology highlights. Sometimes we even share pictures of dogs modeling Veberod jewelry!

If you are interested in having a new piece of jewelry custom designed, we hope you will find the new website especially helpful. You'll be able to request an appointment and email us directly from the site – we encourage you to attach photos and sketches. Those will come in handy when we discuss how to make your vision come to life! As the website continues to develop you will be able to upload ideas directly on the website. Please explore and play with the new website even if you don't have any immediate plans to use it. We need your feedback to help make it as user friendly as possible while we move forward with its development.

In the new digital world there are lots of ways to stay connected. Whether you prefer trying on jewelry in the store, sending pictures and descriptions by text or email, uploading information via website forms, or some combination of methods – we are looking forward to working with you!



14KT gold rings set with a wide assortment of fancy color sapphires. Most are 1.0-1.5 carats. Your choice \$499!

Veberod Gem Gallery
13019 Ridgedale Drive
Minnetonka, MN
952-595-8338
www.vgems.net



Gem Dig!

Monday, April 26 - Saturday, May 8

Pick your FREE cup of sand
guaranteed to hold one gemstone
ready to set!

Anytime during the month of May,
have your gem set for

30% off!

**FREE
GEMSTONE!**



Bead Sale!

Monday, May 3 through
Saturday, May 8

50% off!

Don't wait! Now through May 1, buy just
5 assorted strands and get 40% off!

New Estate Jewelry

0.75ctw emerald
0.25ctw diamond
18KT hinged
bangle \$1490



14KT white
gold diamond
earrings \$495



0.50ctw diamond
14KT hinged bangle
\$1295



14KT gold, gemstone and diamond rings
your choice \$299

