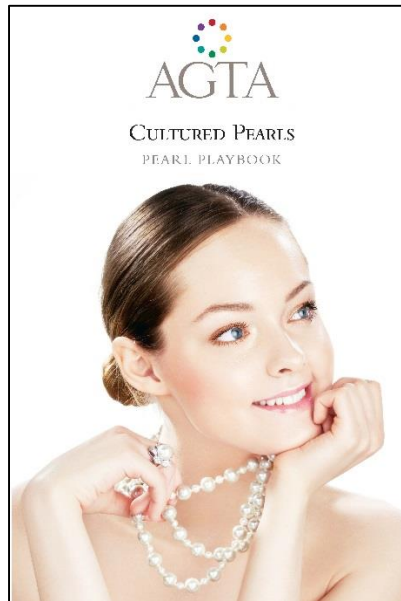




AGTA news

American Gem Trade Association

AGTA Premieres Cultured Pearl Playbook



Dallas, Texas – February 23, 2016 – The American Gem Trade Association premiered the *Cultured Pearl Playbook* at the AGTA GemFair™ Tucson show this year to rave reviews. The newest brochure in the AGTA Education portfolio focuses on cultured pearls – their history and lore, varieties and care.

“This is an excellent comprehensive sales tool that the retail jeweler can use to train their sales staff, and to educate their customers,” stated Douglas K. Hucker, AGTA CEO. “Part of our mission is education, and we saw a real need in the cultured pearl industry to provide a resource for information that is applicable to the industry and to the consumer. We worked with some of the best experts in the cultured pearl industry to produce this brochure as part of our ongoing AGTA Education Program.”

The brochures were featured as a Show Special in Tucson with special pricing that is available through the end of February. For ordering information or samples, please contact Charles Murrell at 800-972-1162 or charles@agta.org.

For more information on the AGTA Education Program, featuring brochures, online education, the *Retail Reference Guide* and more, please contact the AGTA Membership & Education Manager, David Baker at david@agta.org.

The American Gem Trade Association is a not-for-profit Association serving the natural colored gemstone and cultured pearl industry since 1981. The AGTA serves the industry as "The Authority In Color" and has its headquarter office in Dallas, Texas.

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