

March's **HOT LIST** of business-boosting products

STUFF FOR YOUR STORE



1 ADAPTABLE BACK

The UNIVERSAL EZBACK, an EARRING BACK that fits most post sizes (0.45 mm to 1.10 mm), is adaptable to straight, French-wire, lever-back, Omega-back, hoop and half-hoop post styles. Available in sterling silver, 14K gold or 18K gold, the earring is encased in hypoallergenic translucent silicone, which applies uniform pressure on the earring to retain the EZback's original gripping strength. It is nickel-free and hypoallergenic. ⚡ Price range for the small version is \$2 to \$4.50; the larger version costs \$3 to \$6, depending on the metal. Information: (888) 392-2251 or www.universalEZback.com

2 UNTANGLED PROJECTS

SPEEDWIRE, a refillable WELDING-WIRE DISPENSER (\$23 each), offers fingertip control and allows the user to get within 2 mm of the weld. The patent-pending design keeps the wire clean and tangle-free, and the color-coded dispensers keep wire organized. Wire inserts come pre-coiled in 14K and 18K gold, platinum, palladium and sterling silver. ⚡ R-Findings is also offering a Speedwire Dispenser Stand that holds up to eight dispensers for \$19.99. With the purchase of four or more dispensers, the stand is free. Information: (800) 422-7624 or www.rfindings.com



3 ELEGANT DISPLAY

TECNO DISPLAY presents a traditional and elegant, pre-assembled rectangular WALL CASE of tempered glass as part of its 2010 featured collection. It's shown here in cherry wood veneer accented with crown moldings and vertical flute moldings. Eighty-two inches high, it is available in widths of 40 and 75 inches and can be locked. ⚡ Price: \$2,995 and up. Information: (800) 255-3536 or www.tecnodisplay.com

4 POPACARD INTO THEIR WALLETS

POPACARD is a full-color-POSTCARD-SIZE MAILER printed on a high-gloss plastic material that mimics the feel of a credit card. The recipient can detach a wallet-sized card directly from the mailer. There is no envelope to open, and the front and back are completely customizable. ⚡ Price per card varies from 59 cents on orders of 3,500 or more to \$1.12 on orders of 50 to 99, plus 27 cents per card for standard postage. Information: (800) 444-6112 or www.postcardmarketing.com

