



## **CASE STUDY**

# **What On Earth Jewelers**

### **Location:**

1381 Regent Street (Regent Mall Food Court), Fredericton, NB.

### **Contacts:**

Beata Sterner  
458-5655

### **Products and Services:**

Handcrafted Jewelry

### **Date of Case Study:**

July 27th 2009

### **Achievements:**

Who doesn't appreciate a unique, handcrafted piece of jewelry from What On Earth Jewelers? And what is not to appreciate; the labor and creativity that goes into each and every piece is nothing short of impressive, the quality and craftsmanship leaves nothing to be desired, and the environmental ethics guiding their expanding business is borderline groundbreaking. In other words, jewelry from What On Earth is always a safe bet as a gift to someone else, and especially as a gift to you!

What On Earth Jewelers is a homegrown company, with homegrown values and ethics. Since opening, the staff at What On Earth, including the designers, marketing directors, and owners, have strived to translate their personal environmental ethics to commercial environmental ethics. This is always a tough goal considering budget, time, and space, but What On Earth have truly succeeded in greening their business. Already, What On Earth can boast an extensive recycling management system, the discontinuation of consumer plastic bags, and the implementation of a no-idling policy on their studio premises. What On Earth Jewelers is using argentium sterling silver to cast their rings. Using argentium means less time sanding and finishing the products which reduces waste of the precious metal and protects their people from breathing in sanding dust.

What On Earth is already a Green Shops Silver member with an inspiring 27 credits. And although the company is renowned for their passion for silver, the staff is set on achieving Gold status in 2010!

