

OPTIMISING PANDORA SHINE & PANDORA ROSE PRODUCTS

Pandora is dedicated to remain at the forefront of the jewellery industry. We are constantly testing and optimising to ensure the durability and appearance of our jewellery is as good as possible. As such, there will be some changes to our metal blend of Pandora Rose and Pandora Shine.

WHAT WILL CHANGE?

We will change the base metal of both Pandora Rose and Pandora Shine products. Both collections will still be hand-finished to the same exacting standards customers can expect from all Pandora jewellery. You can continue to describe Pandora Rose in the same way as you have been used to, but Pandora Shine will need to be described differently.

WHEN WILL THE CHANGES HAPPEN?

Existing Pandora Rose and Pandora Shine products: From Drop 8, we will slowly start phasing in the new metal blends in existing products. You will see the Pandora Rose and Pandora Shine products with new base metal coming in with replenishments.

New Pandora Rose and Pandora Shine products: From Drop 9 and onwards, all new products will be with the new metal blend core. All website descriptions of Pandora Rose and Pandora Shine will reflect the changes from Q4 2019.

WHAT ARE THE BENEFITS OF THIS CHANGE?

You may get questions from your customers about the Pandora Rose and Pandora Shine collection. Use the following facts to explain the value and craftsmanship behind the two collections:

- The biggest benefit of this change is that the unique metal blend is a more durable choice of base metal than sterling silver, because it is harder.
- Same shine, new core: the 18k gold plating still has the same beautiful look and deep, rich golden hue as before.
- The base metal of the Pandora Shine collection is now the same as the base metal of Pandora Rose.
- The pieces of the new Pandora Rose and Pandora Shine are still hand-finished to our Pandora exacting standards.

PANDORA ROSE



OLD BASE METAL

UNIQUE METAL BLEND
[MAINLY COPPER AND SILVER]

NEW BASE METAL

UNIQUE METAL BLEND
[MAINLY COPPER AND SILVER,
SLIGHTLY MORE COPPER THAN
BEFORE]

HALLMARK / FINENESS STAMP

OLD MET	NEW MET
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DESCRIBE PANDORA ROSE AS:

14k ROSE GOLD PLATED UNIQUE
METAL BLEND

PANDORA SHINE



OLD BASE METAL

STERLING SILVER

NEW BASE METAL

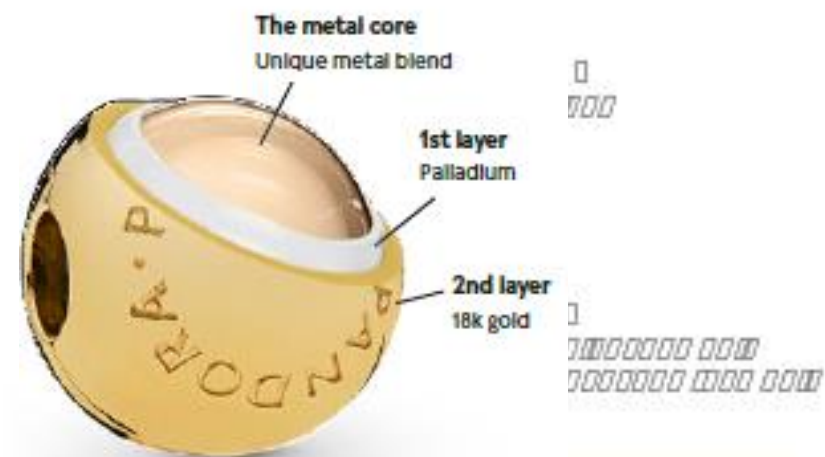
UNIQUE METAL BLEND
[MAINLY COPPER AND SILVER,
IDENTICAL TO NEW PANDORA ROSE]

HALLMARK / FINENESS STAMP

OLD S925	NEW MET
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DESCRIBE PANDORA SHINE AS:

18k GOLD PLATED UNIQUE
METAL BLEND



HOW IT'S MADE

Brought to life by a combination of electroplating, a traditional artisan technique, and modern technology, the unique metal blend core is coated with palladium before being topped with a final layer of deep, rich 18k gold or 14k rose gold.

Palladium acts as a barrier between the unique metal blend and upper layers of gold, is hypoallergenic, and extremely durable.

The thickness of the gold plating layer used in Pandora products is well aligned with the industry's jewellery standards.

PANDORA

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PANDORA ROSE



OLD BASE METAL
UNIQUE METAL BLEND
(MAINLY COPPER AND SILVER)

NEW BASE METAL
UNIQUE METAL BLEND
(MAINLY COPPER AND SILVER,
SLIGHTLY MORE COPPER THAN
BEFORE)

HALLMARK / FINENESS STAMP
OLD MET NEW MET

DESCRIBE PANDORA ROSE AS:
14k ROSE GOLD PLATED UNIQUE
METAL BLEND

PANDORA SHINE

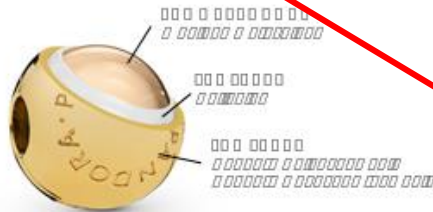


OLD BASE METAL
STERLING SILVER

NEW BASE METAL
UNIQUE METAL BLEND
(MAINLY COPPER AND SILVER,
IDENTICAL TO NEW PANDORA ROSE)

HALLMARK / FINENESS STAMP
OLD MET NEW MET

DESCRIBE PANDORA SHINE AS:
18k GOLD PLATED UNIQUE
METAL BLEND



HOW IT'S DONE

Brought to life by a combination of electroplating, a traditional artisan technique, and modern technology, the unique metal blend core is coated with palladium before being topped with a final layer of deep, rich 18k gold or 14k rose gold.

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PANDORA

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Pandora стремится следовать передовым технологиям ювелирной промышленности. Мы постоянно оптимизируем и улучшаем качество нашей продукции для обеспечения большей долговечности и привлекательности внешнего вида наших украшений.

Таким образом мы немного изменили состав Pandora Rose и Pandora Shine.

Что мы изменили?

Мы изменили основу в составе Pandora Rose and Pandora Shine. Обе коллекции по-прежнему будут обрабатываться вручную по самым высоким стандартам качества, к каким уже привыкли покупатели Pandora.

Мы можем описать состав Pandora Rose почти также как раньше, а вот состав Pandora Shine существенно изменился.

Когда произойдут изменения?

Со старта новой коллекции Drop8 мы будем постепенно вводить новые украшения с новым составом Pandora Rose и Pandora Shine.

Уже в новой коллекции Drop9 и последующих коллекциях все украшения в металлах Pandora Rose и Pandora Shine будут в обновленном сплаве. Все описания украшений Pandora Rose и Pandora Shine на официальном сайте начнут меняться, начиная с 4 квартала 2019.

Какие преимущества в изменениях?

Вы можете отвечать на возникающие вопросы покупателей о новом составе Pandora Rose и Pandora Shine следующее:

- Самое большое преимущество в изменении состава в том, что теперь украшения стали более износостойкими, поскольку металл входящий в состав нового сплава намного прочнее серебра.
- Блеск золотого покрытия намного ярче, насыщеннее и устойчивее к истираниям, поскольку наносится на новый состав металлов, который помогает сиять и сохранять блеск золотого покрытия лучше, чем раньше.
- Основа для Pandora Shine теперь такая же как для Pandora Rose.
- Украшения, выполненные в Pandora Rose and Pandora Shine обрабатываются вручную по самым высоким стандартам качества ювелирной продукции.

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PANDORA ROSE



OLD BASE METAL
UNIQUE METAL BLEND
[MAINLY COPPER AND SILVER]

NEW BASE METAL
UNIQUE METAL BLEND
[MAINLY COPPER AND SILVER,
SLIGHTLY MORE COPPER THAN
BEFORE]

HALLMARK / FINENESS STAMP
OLD MET NEW MET

DESCRIBE PANDORA ROSE AS:
14k ROSE GOLD PLATED UNIQUE
METAL BLEND

PANDORA SHINE

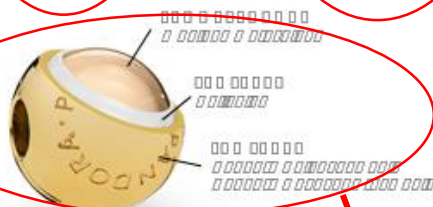


OLD BASE METAL
STERLING SILVER

NEW BASE METAL
UNIQUE METAL BLEND
[MAINLY COPPER AND SILVER,
IDENTICAL TO NEW PANDORA ROSE]

HALLMARK / FINENESS STAMP
OLD MET NEW MET

DESCRIBE PANDORA SHINE AS:
18k GOLD PLATED UNIQUE
METAL BLEND



HOW IT'S

Brought to life by a combination of electroplating, a traditional artisan technique, and modern technology, the unique metal blend core is coated with palladium before being topped with a final layer of deep, rich 18k gold or 14k rose gold.

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PANDORA

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Pandora Rose

Старый состав

Уникальное сочетание металлов (в основном меди и серебра)

Новый состав

Уникальное сочетание металлов (в основном меди и серебра, но намного прочнее, чем прежде)

Клеймо/Проба

Старый состав – MET

Новый состав - MET

Описание металла Pandora Rose

Уникальное сочетание металлов с покрытием из розового золота 585 пробы

Pandora Shine

Старый состав

Серебро

Новый состав

Уникальное сочетание металлов (в основном меди и серебра) такое же как в Pandora Rose

Клеймо/Проба

Старый состав – S925 (Серебро 925 пробы)

Новый состав - MET

Описание металла Pandora Shine

Уникальное сочетание металлов с покрытием из золота 750 пробы

Основа (ядро) - Уникальное сочетание металлов
Промежуточный слой из палладия
Верхний слой - покрытие из золота 750 пробы

Как это сделано

В традиционной технологии гальванического покрытия с использованием современной техники сплавов уникальных металлов. Палладиевое покрытие наносится прямо на уникальный сплав металлов и служит прослойкой для золотого покрытия.

Палладий относится к той же группе металлов что и платина и обладает чрезвычайной прочностью, превосходной стойкостью к окислениям и коррозии, за счет чего украшение никогда не потускнеет и навсегда останется ярким и блестящим. Так же палладий - гипоаллергенный металл.

Верхнее покрытие из золота 750 пробы насыщенного оттенка наносится на все украшения Pandora Shine по самым высоким стандартам качества ювелирной продукции.

PREPARATIONS

Make sure to prepare for potential situations that may occur in your store with the introduction of the new products. Also you might experience questions and wonderings from your Fans, so be sure to know your answers.

QUESTIONS & ANSWERS

HAVE YOU CHANGED THE METAL OF PANDORA SHINE? IS IT OF LOWER QUALITY THAN THE OLD SHINE?

Pandora Shine is our collection of 18K gold-plated jewellery pieces with a beautiful golden hue. We have changed the base metal of the Pandora Shine collection from sterling silver to our very own unique metal blend, consisting mainly of silver and copper. This blend is also used as the base of our Pandora Rose collection, strengthening the beautiful, vintage appeal of the jewellery. The blend has gone through technical and consumer testing, which has proven highly successful. Both collections are hand-finished to the same exacting standards customers can expect from all Pandora Jewellery.

HAVE YOU CHANGED THE METAL OF PANDORA ROSE?

Pandora Rose is expertly hand-crafted with a unique blend of metals, and encased in a layer of 14K Rose Gold. The unique metal blend core consists mainly of copper and silver, complimenting the appearance of the rose gold. We are continuously working to optimise our crafting methods to ensure that durability and appearance of our jewellery is as good as possible, and after extensive technical and consumer testing we have added a bit more copper to the blend.

WHY ARE YOU MAKING THESE CHANGES? IS IT TO SAVE MONEY?

We do not compromise on quality in our products. The new blend strengthens the beautiful, vintage appeal of our jewellery and we believe the change will be welcomed by our customers.

WILL THE PRICE OF YOUR JEWELLERY CHANGE? IF NOT, WHY SHOULD CONSUMERS PAY SAME PRICE FOR LESS SILVER?

The price of our jewellery will not change. Pandora will continue to offer high-quality hand-finished jewellery at affordable prices, and we believe these changes will be welcomed by our customers as they strengthen the appeal of our jewellery.

WHAT IS THE FINANCIAL IMPACT FOR PANDORA?

We cannot disclose financial numbers for specific changes to design or crafting processes.

OPERATIONS IN STORE

PHASING IN WITH REPLENISHMENT

Drop 9 is the first full drop that will have both Rose and Shine with new base metal, but current Rose and Shine collections will also gradually be replaced with the new products. This will happen starting from week 40 through replenishments. For Rose, because the change is fairly little and not directly visible, there won't be big consequences. Particularly for Shine, this is important to know.



MIX OF OLD AND NEW IN STORES

You may receive replenishments of new base metal products in Shine (and Rose), while there are still old base metal versions of the same product left on stock (for example, with rings in different sizes, etc.). That means that situations could arise where both the new and the old base metal version of the same product are offered in the same store. Make sure to sell the old base metal version first.



RECOGNISE OLD AND NEW SHINE

Make sure that you are able to recognise whether the Shine product is with the old (sterling silver) core or the new (unique metal blend) core. You can recognise this by its hallmark and new SKU number.



INFORM CUSTOMERS

It is very important that customers are informed about what they buy. We should avoid situations where a customer is under the impression that they buy a sterling silver core product, while in fact they buy a product with a metal blend containing less precious metal. Such a situation can lead to customers feeling confused or misled, and that can affect the way they perceive our brand.



RETURNS/EXCHANGES

Another situation in which it is extremely important to inform customers about the change, is in a situation in which a customer comes to change a product in store. They could potentially come to exchange their sterling silver core Shine product, and receive a unique metal blend core Shine product in return. It is essential that customers are made aware that they now receive a product with a different metal core.



BARCODES

Shine products that are being sold in both the old and the new version in the same store, will have two different barcodes/SKU numbers.



PANDORA

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WHY ARE YOU MAKING THESE CHANGES? IS IT TO SAVE MONEY?

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Подготовка

Мы хотим предусмотреть разные ситуации в магазинах и найти ответы на возможные вопросы покупателей по поводу нового состава украшений.

ВОПРОСЫ И ОТВЕТЫ

Вы изменили состав металла Pandora Shine? Теперь это украшения более низкого качества?

Все украшения, выполненные в Pandora Shine, очень высокого качества, покрыты золотом 750 пробы. Основа для Pandora Shine из серебра была заменена на уникальное сочетание металлов для большей прочности украшений и их долговечности. Новая основа была тщательно протестирована и соответствует качеству всемирных стандартов ювелирной продукции. Кроме того, все украшения Pandora Shine обработаны вручную, что несомненно сохраняет все преимущества высоких стандартов контроля качества Pandora.

Почему состав изменился? Это экономит расходы на производство?

Мы не стремимся сэкономить на качестве наших украшений, мы стараемся улучшить их качество и износостойкость, чтобы красота и блеск наших украшений долго радовала наших покупателей. Мы надеемся, что изменения будут оценены по достоинству.

Цена на украшения изменится? Если нет, то почему покупатели должны платить те же деньги за украшения с меньшим количеством серебра в составе?

Цена не изменится. Pandora продолжает обрабатывать все украшения вручную и следить за качеством продукции, предлагая ее по доступным ценам. Мы надеемся, что уникальный дизайн и высокое качество будут по достоинству оценены нашими покупателями.

Какие финансовые последствия это принесет для Pandora?

Мы не можем раскрывать финансовую информацию об изменениях из-за процесса производства

Изменился ли состав металла Pandora Rose?

Металл Pandora Rose - это уникальное сочетание металлов с покрытием из розового золота 585 пробы, все украшения Pandora Rose также проходят ручную обработку. Раньше основу для Pandora Rose составлял уникальный ювелирный сплав металлов в основном меди и серебра. Pandora много работала над оптимизацией и улучшением качества нашей продукции для обеспечения большей долговечности и привлекательности внешнего вида наших украшений. Поэтому после качественного исследования и проверки новых технологий ювелирного производства состав основы Pandora Rose был изменен для улучшения качества, блеска, устойчивости к истираниям украшений Pandora.

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You may receive replenishments of new base metal products in Shine (and Rose), while there are still old base metal versions of the same product left on stock (for example, with rings in different sizes, etc.). That means that situations could arise where both the new and the old base metal version of the same product are offered in the same store. Make sure to sell the old base metal version first.



RECOGNISE OLD AND NEW SHINE

Make sure that you are able to recognise whether the Shine product is with the old (sterling silver) core or the new (unique metal blend) core. You can recognise this by its hallmark and new SKU number.



INFORM CUSTOMERS

It is very important that customers are informed about what they buy. We should avoid situations where a customer is under the impression that they buy a sterling silver core product, while in fact they buy a product with a metal blend containing less precious metal. Such a situation can lead to customers feeling confused or misled, and that can affect the way they perceive our brand.



RETURNS/EXCHANGES

Another situation in which it is extremely important to inform customers about the change, is in a situation in which a customer comes to change a product in store. They could potentially come to exchange their sterling silver core Shine product, and receive a unique metal blend core Shine product in return. It is essential that customers are made aware that they now receive a product with a different metal core.



BARCODES

Shine products that are being sold in both the old and the new version in the same store, will have two different barcodes/SKU numbers.



PANDORA

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Ситуации в магазинах

Поэтапный переход

Drop9 – первый Drop с полной заменой украшений по составу металлов Pandora Rose и Pandora Shine. Однако текущие коллекции Rose и Shine также будут обновляться. Это произойдет с **40 недели**, но только для Rose. Изменения по составу Rose незначительны в отличие от изменений состава Shine, поэтому логичнее начать переход именно с Rose. Это важно для понимания.

Микс старых и новых украшений в магазинах.

Вы можете получать украшения в новой версии Rose и Shine и при этом иметь в стоке такие же украшения в старом составе (например, кольца разных размеров). Поэтому может получиться, что в одном магазине смешаются артикулы разных партий и составов. Убедитесь, что в магазине нет на стоке аналогичных позиций прежде чем отгружать новый товар.

Отличайте старый и новый Shine

Будьте уверены, вы сможете различить старую версию Shine (с серебряной основой) от новой версии Shine (уникальное сочетание металлов в основе) по номеру артикула и про пробе на украшении.

Информирование покупателей

Очень важно правильно проинформировать покупателей о продукте, который они покупают. Важно избежать ситуаций, когда вы можете создать впечатление у покупателя, что украшения из ювелирного сплава хуже чем украшения из серебра. Такая ситуация может привести к разочарованию покупателей в нашем бренде, и мы потеряем их доверие.

Штрих-коды

Украшения Shine в одинаковом дизайне, но с разным составом одновременно могут оказаться в одном магазине, однако они будут иметь разный артикул и штрих-код

Обмен и возврат

Может возникнуть такая ситуация, когда покупатель приобрел украшение, выполненное в старой версии Shine и затем прийти в магазин с обменом (по браку) на такое же новое украшение. Однако в магазине это украшение может быть уже в новой версии Shine. Поэтому очень важно проинформировать покупателя об изменении состава украшения.