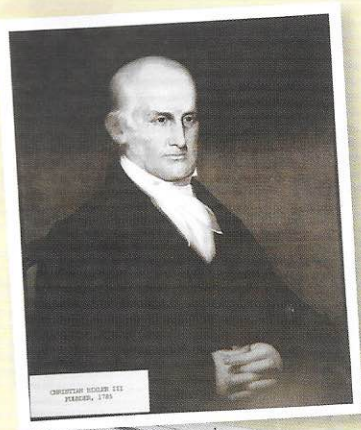
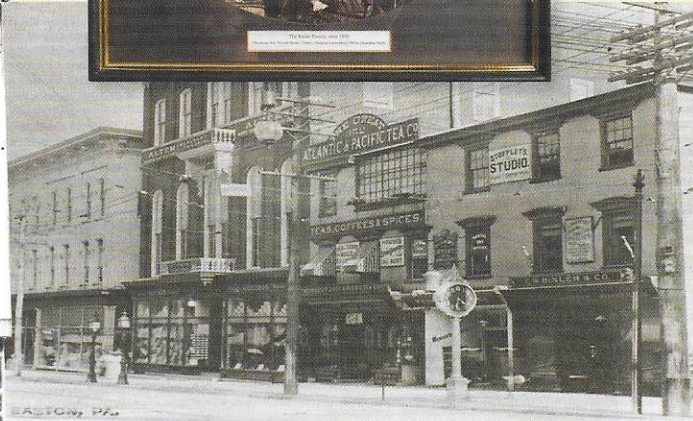
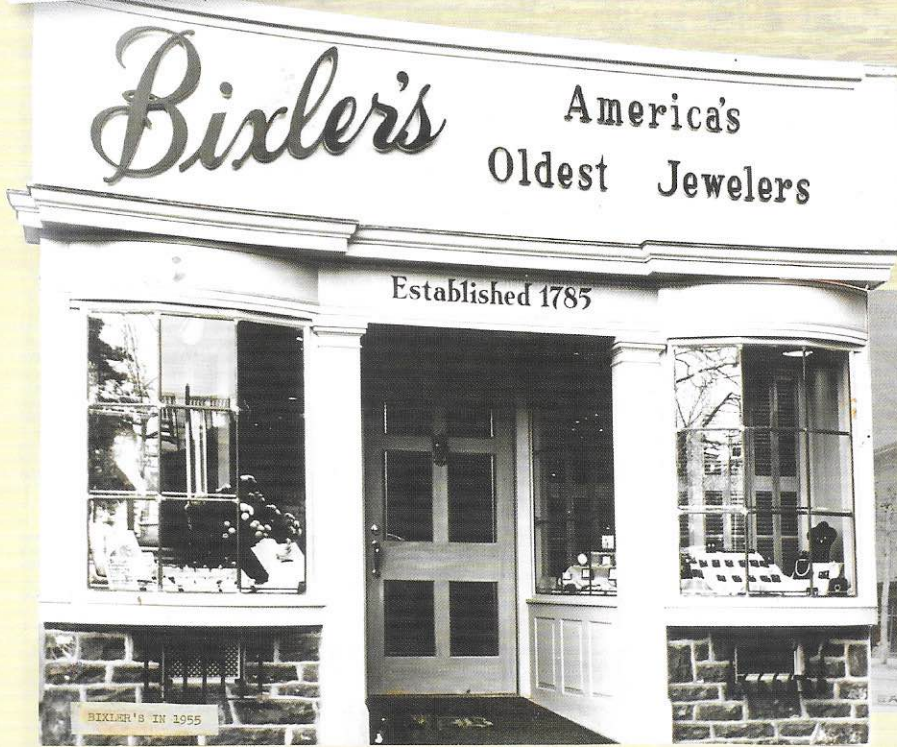


■ HISTORY



# Mark the Milestones of Your Life ~ with a ~ Timeless Piece of Jewelry



BY DEB LEHMAN

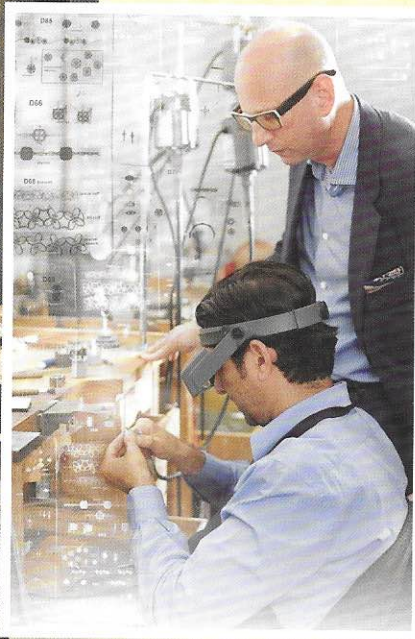
**D**iamonds are forever. While the world may turn and spin, Bixler's classic jewels are here to stay.

"We're not in the business of selling rings, we're in the business of telling your love story," said Perry Sporn, president of Bixler's.

Indeed, Bixler's helps customers create a piece of jewelry that reflects the love in their hearts and the golden moments of their lives...beautiful necklaces, pendants, bracelets, and rings to have and to hold for generations.

## LEGACY

Bixler's is the oldest jewelry store in America and has been in continuous operation since 1785. Land for the Allentown-based store was purchased from William Penn's son, and the founder's great, great, great, great, great granddaughter Joyce Welkin works in the store. There's always been a Bixler family member in the store to greet customers for over 235 years.



## 7 tips to help you buy THE PERFECT ENGAGEMENT RING

1. For those who live near our store, definitely come in and see our diamonds in person. Don't buy online unless you have no other option. You cannot tell the beauty of a diamond by its statistics.
2. Insist upon GIA certification.
3. Insist upon a lifetime guarantee on the ring.
4. Think about how the engagement design will look when worn next to a wedding band.
5. Consider a custom design that makes your love story unique.
6. Insist on a trade-up policy.
7. Consider whether your beloved will like the design 25 years from now.

Customers can schedule a virtual or in-store appointment with an expert to select an engagement ring, fashion or custom jewelry for all occasions, appraisals, and more.

[www.bixlers.com](http://www.bixlers.com)



## COMMITMENT TO A BETTER WORLD

Bixler's believes sustainable, people-first practices are what's best for customers, employees, and the planet. It embraces Global Reporting Initiatives (GRI) and aligns with UN Sustainable Development Goals (SDGs), implementing production methods that are both environmentally and socially responsible. Unlike other jewelry brands, Bixler's manufactures in North America, using 99.9% renewable energy and recycled metal.

## PHILOSOPHY OF DESIGN

Each piece is exquisitely crafted to tell your story, capture your romance. Custom-designed pieces are made to the same standard and at the same price as stock designs. The quality of Bixler's jewelry exceeds what any jewelry store can offer, and each piece carries a lifetime warranty.

"We're not a jewelry store, we're a jewelry brand," said Sporn. "We have telegrams from Tiffany & Co. congratulating us on being one of the finest jewelers in America."

Bixler's sells direct in Allentown and also maintains a website.