

# Ger de Bruijn

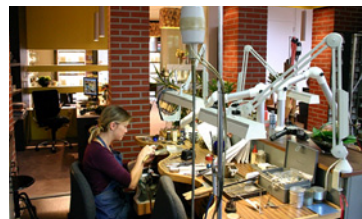
Goldsmith – Designer, Holland 



## Ger de Bruijn's passion for jewels

Ger de Bruijn is a 51-year old goldsmith and jewel designer. He designs and produces rings, necklaces, bracelets and watches. De Bruijn is already active in the business for 30 years, but the JWX-10 changed his style thoroughly.

After his studies, Ger de Bruijn worked for a well-known jewel manufacturer in Belgium. In 1988, he had acquired enough knowledge to start his own company. He opened an atelier in Hulst, The Netherlands, and his wife Monique was there to support him. De Bruijn began to design his own jewels and sold them in his shop. In 2006, de Bruijn was looking for an opportunity to expand his business and started to work with the JWX-10 jewel maker.



Ger de Bruijn: "Before I bought the JWX-10, I had to make all my jewels by hand or had to contract them out. I didn't have control over the whole process. So, I looked for an opportunity to do everything myself. I chose for Roland because I had great trust in the quality of the products, Japanese reliability I call it. I was so convinced about Roland's quality that I didn't even test another machine and I haven't regretted it since. The machine is well-built and easy to use. And what's also important: it requires little maintenance. I use my JWX-10 for making prototypes and jewels and I'm very pleased with the results- and my clients are too."

De Bruijn's artwork is appreciated all over the country. One of his creations was even nominated for the "smiths of Willem Alexander and Maxima". In this national competition the Dutch gold and silversmiths designed a wedding gift for the princely couple. But that's not all, de Bruijn's work has often been nominated for the Trade Mart prizes for the most innovative product and in Antwerp, he won the Jewel Award for his steel/gold/diamond jewels, which were unique at that time. Ger de Bruijn can't imagine his work without the JWX-10. Every month, he designs 15 to 30 jewels with his Roland machine. His style even changed thanks to the machine; the JWX-10 gives the designer a lot of creative liberty and allows him to work in great detail. De Bruijn is thinking about expanding his business: "I'm looking for a wax printer and I hope Roland will be able to offer me a good solution once again."