

# Silver Jewelry

Essential sourcing intelligence

May 2011

US\$100

## Indonesia supplier profiles

Detailed profiles of 35 suppliers with verified manufacturing and export credentials

## Product gallery

Specifications and full-color images of 160 top-selling export products ranging from necklaces to earrings

## Industry trends

Coverage of current issues, plus insights into supply centers, products and pricing



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Global Sources is offering this series of *Developing Country Sourcing Reports* as part of its corporate social responsibility undertakings in partnership with The Kearny Alliance, a nongovernmental development organization whose mission is Aid through Trade.

The aim is to give international buyers new sourcing opportunities from experienced exporters, generating orders and creating lasting jobs in developing economies.

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## Supplier capability in Indonesia

## SILVER JEWELRY

The silver jewelry industry in Indonesia benefits from a long manufacturing history and a solid infrastructure for raw material supply.

Jewelry makers in the country have been specializing in silver items for many years and exporting to key markets around the globe. Some have participated in prominent trade shows in the US and Europe.

Indonesia is one of the leading producers of raw silver in the world. The material is sourced entirely from local vendors, helping manufacturers minimize costs by rendering importation unnecessary.

Exports over the past decade have vastly improved because of the sustained development of the domestic tourism sector. With products enjoying widespread appeal overseas, sales are expected to remain strong over the next 12 months.

## Key findings

1. The majority of suppliers profiled in this report will push up quotes over the next six months. Significant price adjustments are anticipated as the cost of raw silver continues to increase in global and local markets due to a number of political and economic developments worldwide.
2. New releases over the next 12 months will primarily feature antique and vintage styles. Exports of models with minimal decorative elements will also be substantial as these are expected to stay popular among overseas clients.
3. Although the sector is capable of producing items for all price segments, it emphasizes the low end and midrange. A number of factors determine quotes, and these include the amount of silver used and the components utilized for embellishment.
4. Small pieces such as brooches and pendants are the largest segment, accounting for nearly one-third of exports. Earrings are the second-biggest line.
5. Major overseas destinations are generally seen to remain unchanged until the end of the year. The bulk of output will be shipped to North America, the EU and the Asia-Pacific region, which are also currently the biggest markets for the industry.
6. Manufacturers are located in various areas across Indonesia. The greatest concentration of suppliers, however, can be found in Bali, particularly in Gianyar regencies. More than half of the country's total exports originate from the province.

## Objective, methodology &amp; scope

This Indonesia Sourcing Report is part of a series designed to provide buyers with information on new products from export manufacturers in supply markets that specialize in handmade merchandise.

The Developing Country Sourcing Report series is part of Global Sources' corporate social responsibility initiatives. It is offered in conjunction with The Kearny Alliance, whose mission is Aid through Trade. The objective is to help create jobs in developing Asia through export promotion.

To produce this report, larger, midsized and emerging manufacturers—all with substantial export experience—were surveyed. The selection of suppliers is designed to reflect the composition of the industry in Indonesia in terms of geographic location, materials used and range of products offered.

For in-depth profiles, our researchers

visited the facilities of each company and interviewed senior executives who discussed their recent performance and provided forecasts for the next 12 months. All other makers in this report were either visited or contacted by phone.

In each case, companies were required to answer specific questions designed to verify their manufacturing and export credentials, including a breakdown of exports by product type and market. Suppliers also participated in a survey designed to provide insight into the industry.

This report covers the main types of silver jewelry available in Indonesia, including bracelets, bangles and anklets, necklaces and chokers, earrings, rings, and brooches, pendants and cuff links. Each product category has its own price guide that describes features of low-end, midrange and high-end models.

## In this report

- 16 in-depth company profiles
- 19 short company profiles
- 160 top-selling export products
- Supplier demographics
- Supplier survey
- Industry statistics and charts

The Industry Overview section discusses key issues affecting export manufacturers. It provides insight on the composition of the industry and elaborates on the important supply centers within Indonesia.

The Products & prices section details the features and price ranges of silver jewelry. It also examines the design and manufacturing processes, main materials used, and sourcing centers where components are procured.

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## Adiprana Silver

Adiprana is a silver jewelry supplier and exporter founded in 1989. The company earned \$60,000 in revenue last year.

Brazil is the leading overseas destination, accounting for one-half of total shipments. Thirty percent goes to China and Australia. The rest is taken up by the US, Spain, France and Germany.

Twenty percent of orders are made under OEM basis.

Earrings, the best-selling segment, represent 50 percent of production. Bracelets, bangles, rings and necklaces are likewise available. The company also makes other types of jewelry and fashion accessories.

Prices start at \$4 and reach \$120. Quotes depend on silver content, design complexity and type of gemstone embellishment. Earrings decorated with zircon are offered for \$8. A gold-plated choker with peridot is available for \$117.

Silver and copper are the main metals used. They are sourced from Gianyar regency and Denpasar city in Bali province. Brass is utilized in

soldering different types of alloy.

The owner is the primary designer. As many as 60 new models are created every year. Samples usually take three to seven days to complete.

The head office in Gianyar also functions as a showroom. Six employees, including three silversmiths, are hired full-time. Ten additional workers are taken in when large orders are placed, usually in September and October.

QC is performed by three inspectors. Visual checks are conducted on major stages of production, particularly finishing.

Adiprana can make up to 2,000 pieces every month when operating at full capacity. The average monthly output is 1,200 pieces.

Cartons are normally used as packaging. The supplier has flexible MOQ. Orders of at least five pieces per model are accepted.

The company regularly joins exhibits during the Bali Art Festival in June. It is a member of the Handicraft Cooperative Association of Celuk.

### Capability

#### Materials used

Silver	Yes
Nickel	No
Copper	Yes
Brass	Yes
Other	No

#### Exports by product

Bracelets, bangles & anklets	10%
Necklaces & chokers	10%
Earrings	50%
Rings	20%
Brooches, pendants & cuff links	10%

#### Exports by market

North America	10%
EU	10%
Europe (non-EU)	—
Asia-Pacific	30%
Middle East	—
Other	50%

### Company facts

Year established	1989
Head office location	Gianyar (Bali)
Ownership	Locally owned
Factory location(s)	Gianyar (Bali)
Full-time employees	6
Part-time employees	10
Total annual sales (all products)	\$60,000

### Sales & output: Silver jewelry

Annual sales	\$60,000
Share of total sales	100%
Annual export sales	\$60,000
Total monthly capacity	2,000 pieces
Average monthly output	1,200 pieces
Capacity utilized	60%
Average monthly exports	1,200 pieces
Export ratio	100%

### Contact details

#### Business contact

NUASIH Ni Made

#### Phone

(62-361) 298-129

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(62-361) 298-129

#### E-mail

baliadipranasilver@yahoo.co.id

sales@baliadipranasilver.com

#### URL

www.baliadipranasilver.com

#### Address

Jalan Raya Celuk, Sukawati, Gianyar, Bali, Indonesia

# Popular export models



**Model:** 01  
**MOQ:** 2 pieces  
**Packaging:** Polybag, bubble wrap, carton  
**Delivery:** 14 days  
**Price:** \$117.22  
**Description:** Choker; 925 sterling silver; peridot; gold-plated; nickel-free; 50x11x25cm; in various designs



**Model:** 03  
**MOQ:** 5 sets  
**Packaging:** Polybag, bubble wrap, carton  
**Delivery:** 14 days  
**Price:** \$55.56  
**Description:** Jewelry set; three pieces; 925 sterling silver and tourmaline; nickel-free; 19x1.3x0.5cm bracelet, 2.4x2.4x3cm ring and 1.3x3x5cm pendant; in various designs



**Model:** 06  
**MOQ:** 10 pairs  
**Packaging:** Polybag, bubble wrap, carton  
**Delivery:** 14 days  
**Price:** \$4.56  
**Description:** Stud earrings; 925 sterling silver; zircon; nickel-free; 0.6x0.6x2.5cm; in various designs



**Model:** 05  
**MOQ:** 10 pairs  
**Packaging:** Polybag, bubble wrap, carton  
**Delivery:** 14 days  
**Price:** \$9.11  
**Description:** Dangling earrings; 925 sterling silver; nickel-free; 57x10mm; in various designs



**Model:** 09  
**MOQ:** 10 pieces  
**Packaging:** Polybag, bubble wrap, carton  
**Delivery:** 14 days  
**Price:** \$11.89  
**Description:** Ring; 925 sterling silver; turquoise, amethyst, topaz and onyx; nickel-free; 2.6x2.6x3cm; in various designs



**Model:** 10  
**MOQ:** 10 pieces  
**Packaging:** Polybag, bubble wrap, carton  
**Delivery:** 14 days  
**Price:** \$9.22  
**Description:** Ring; 925 sterling silver; zircon; nickel-free; 2.1x2.1x3cm; in various designs

## PRODUCT GALLERY

### Bracelets, bangles & anklets



#### Adiprana

(profile page 24)

**Model:** 02

**MOQ:** 5 pieces

**Packaging:** Polybag, bubble wrap, carton

**Delivery:** 14 days

**Price:** \$66.67

**Description:** Bracelet; 925 sterling silver; amethyst; nickel-free; 19x1.3x0.5cm; in various designs



#### Aditya

(profile page 26)

**Model:** Adit01

**MOQ:** 25 pieces

**Packaging:** Polybag, bubble wrap, carton

**Delivery:** 14 days

**Price:** \$31.66

**Description:** Bangle; 925 sterling silver; nickel-free; 60x10x50mm; 19g; in various designs



#### Aditya

(profile page 26)

**Model:** Adit08

**MOQ:** 25 pieces

**Packaging:** Polybag, bubble wrap, carton

**Delivery:** 14 days

**Price:** \$38.33

**Description:** Bangle; 925 sterling silver; nickel-free; 70x40x60mm; 23g; in various designs



#### Cahaya

(profile page 32)

**Model:** CHY01

**MOQ:** 20 pieces

**Packaging:** Polybag, bubble wrap, carton

**Delivery:** 3 days

**Price:** \$105.00

**Description:** Bangle; 925 sterling silver; nickel-free; 50x50x65mm; 75.4g; in various designs



#### Cahaya

(profile page 32)

**Model:** CHY02

**MOQ:** 20 pieces

**Packaging:** Polybag, bubble wrap, carton

**Delivery:** 3 days

**Price:** \$48.00

**Description:** Bracelet; 925 sterling silver; nickel-free; 190x10x40mm; 29.9g; in various designs



#### Cahaya

(profile page 32)

**Model:** CHY03

**MOQ:** 20 pieces

**Packaging:** Polybag, bubble wrap, carton

**Delivery:** 3 days

**Price:** \$50.00

**Description:** Bracelet; 925 sterling silver; nickel-free; 60x50x5mm; 21.4g; in various designs

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