

FOURTH GENERATION OF WESDORP FAMILY LEADS JEWEL-CRAFT, INC. INTO THE FUTURE

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Jewel-Craft, Inc., Erlanger, KY – The incredible legacy of the industry’s leading jewelry repair and manufacturing facility continues. Nick, Stefanie, Ross, Jerah, Walker and Karlan, the children of Gary and Benet Wesdorp, are guiding Jewel-Craft Inc. forward as owners. Gary and Benet, who have helmed the company for more than three decades, will continue offering their support.

Jewel-Craft, Inc. was founded by Earl Wesdorp in 1947 in his humble garage attic. In 1950, Earl’s son Bob and his wife Dot jumped on board, solidifying the foundation of the business. Their two sons, Gary and Benet, became an integral part of Jewel-Craft, Inc. from an early age. Bob and Dot mentored Gary and Benet throughout their teen and young adult years. During this time, Gary and Benet honed their skills as craftsmen and learned the principles and moral values that would help them grow. The pair eventually joined the family business full-time. In 1985, Bob and Dot passed the torch to Gary and Benet.

The company flourished under their leadership. As owners and managers of Jewel-Craft, Inc. Gary and Benet successfully oversaw the expansion of the company throughout the U.S.. With Gary and Benet’s direction, Jewel-Craft Inc. grew to employ 265 dedicated members of what they have dubbed their “Pit Crew”. Thanks to the Pit Crew’s hard work, the company has been named RJO Vendor of the Year four times.

The fourth generation of the Wesdorp family is deeply grateful for everything that Gary and Benet built over the years and are excited to lead Jewel-Craft Inc. into the future.

When asked to share their thoughts on the transition, Gary and Benet had a few things to say.

“This is a tremendous time for the company and our family,” Gary said. “Jewel-Craft has grown in so many amazing ways and our family has grown along with it. Our success all comes down to a lot of hard work and dedication. We also owe so much to our remarkable Pit Crew and loyal customers.”

“Absolutely,” Benet added. “It’s incredible to see our children continuing the family legacy. Passing the company on to them, just as it was taken up by us, is an indescribable feeling.”

For Ross Wesdorp, Gary’s son, it’s also a poignant moment. “Jewel-Craft has been a part of my life since birth. Taking on the next step to continue what my Father, Uncle, Grandparents and Great-Grandfather built is such an incredible honor. We

are very excited for the next steps and cannot put into words how much it means to us.”

Going forward, Jewel-Craft Inc. will continue to distinguish itself as the industry’s leader in repair and manufacturing. They will do this through their fantastic support and service, which they are always striving to improve.

To learn more about Jewel-Craft Inc., visit www.jewel-craft.com or email ross@jewel-craft.com today.