

Ear piercing attracts new customers

Studex demonstrates its patented technology

By Markus Strehlitz

The System 75 enables specialists to pierce ears in a barely noticeable manner



“Ear piercing is a service that cannot migrate to the internet,” states Juergen Weiss, Managing Director of Studex of Europe. “Not only does it lead new customers into the store, it also offers great margins.” According to Weiss, Studex has revolutionised the ear-piercing business with its patented Studex System 75 – enabling every ear-piercing specialist to safely and professionally pierce ears in a gentle and barely noticeable manner. The company has its international headquarters in Los Angeles,

plus subsidiaries and partners in over 70 countries. Its manufacture of precision ear-piercing instruments, hypoallergenic piercing earrings, and after-care products helps jewellers and other speciality stores generate additional business. At Baselworld 2017, Studex invites visitors to try out ear piercing and take advantage of their special offer for their popular Peggy display.

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