
WARMLY

A partnership.

MTL-04 · THE TOKEN · PREPARED FOR GARNET & SONS, JEWELERS

EACH BRAND OPERATES INDEPENDENTLY. ALL CUSTOMER DATA IS POOLED FOR YOUR CONVENIENCE.

Agenda.

- 01

The occasion, yours since 1911
- 02

The market for verdicts
- 03

The specimen, photographed
- 04

The mechanic, in three stages
- 05

The store, walked through
- 06

The program, three placements
- 07

Training: say less
- 08

The calendar, observed
- 09

Economics: 41 / 59
- 10

Legal: both verdicts final
- 11

The pilot, measured
- 12

The ask, and the apology we have never left

Your customers buy verdicts. Ours renders them.

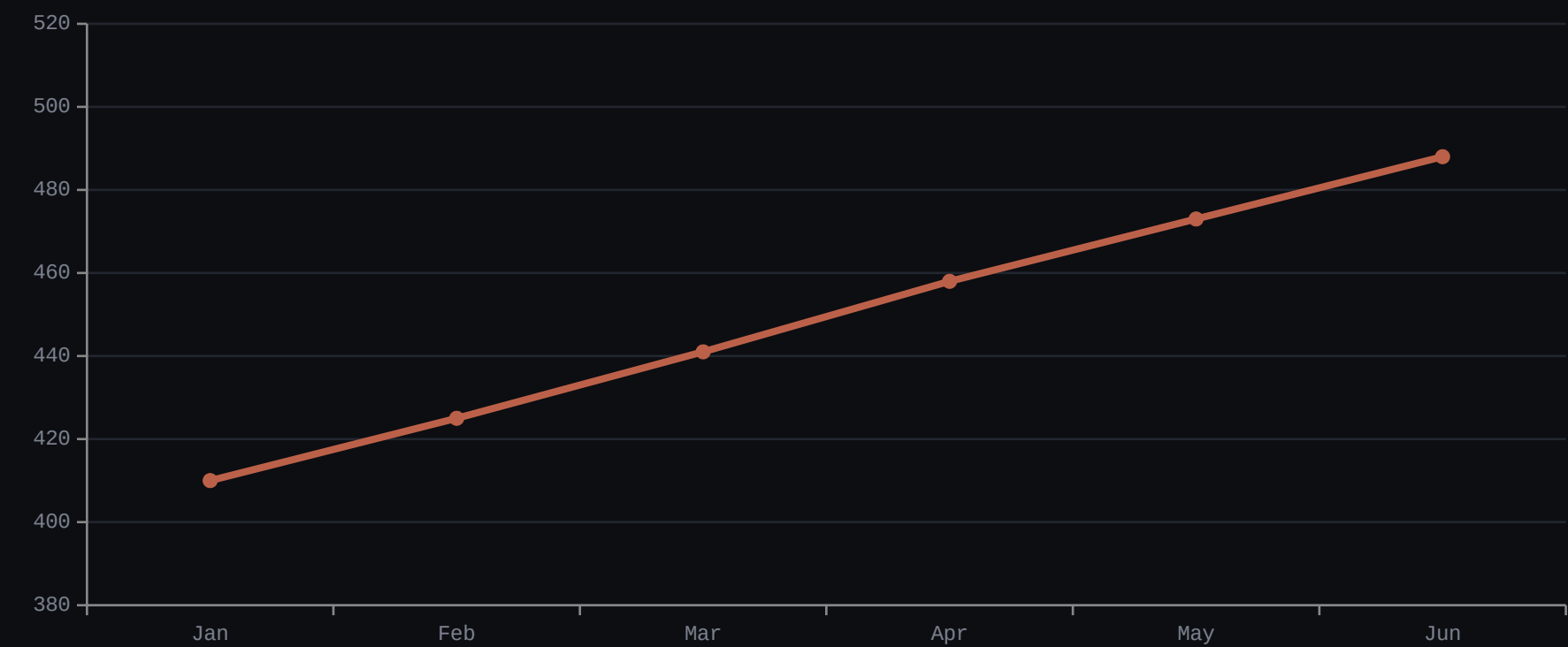
A ring is a question set in metal. Your counter has asked it beautifully for four generations.

The Mutual token is the answer, also in metal. It warms when the verdict is right. Placed beside your rings, it completes a sentence your inventory has been starting since 1911.

488

VERDICTS RENDERED NEARBY · COUNTING
TOWARD 510

Verdicts nearby, counting.



510

THE NEXT ROUND NUMBER ·
EXPECTED WARMLY

THE SLOPE IS STEADY BECAUSE COURTSHIP IS · SEASONALITY WAS DECLINED

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THE SPECIMEN

The engraving specimen.

Etched by hand, warmed by verdict. The letters catch the light along their edges the way engraving has since engraving began.

Your engravers work on site. The letters suggest themselves; the customer confirms them, usually.

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Steel, then rust, then certain.

I

Resting

Cool neutral steel. The token before the question. Most of a life is spent here, comfortably.

II

Warming

A bloom at the center. The verdict is forming. The counter goes quiet on its own.

III

Warm

Rust, fully. The verdict is rendered, and was right. Champagne is a common error at this stage; allow it.

Three steps across your floor.

W1

The approach

The customer sees the case from the door.
Steel reads as a question from nine feet;
questions carry people across floors.

W2

The quiet

At the counter, staff say less (see: training).
The token does the talking by not talking.

W3

The warm

When it warms, the floor notices before the
couple does. Your other cases benefit.
Warmth is pooled; see the literature.

What we place on your counter.

A

The case

A vitrine, ours, lit at 2700K. It holds six tokens and one specimen, engraved C·M, not for sale.

B

The engraving

On-site, your hand, our letters. Training is one afternoon. The afternoon is catered.

C

The attribution

As seen on The Feed. The token arrives pre-famous. Your window inherits the following.



On your counter, at rest.

MTL-04 · THE TOKEN AT HOME · YOUR CASE, OUR LIGHT, 2700K

Say less. We will train it.

THE SCRIPT

“It warms when the verdict is right.”

That is the entire script. It is nine words, and two of them are ‘the.’

THE DISCIPLINE

Staff are trained to stop talking after the script. The pause is where the sale lives; the token keeps the pause company.

Training is one afternoon. The afternoon is catered, per house custom.

Gifting season is observed. Continuously.

Q1

The resolutions

New year, new verdicts. The case is restocked on the 2nd, quietly.

Q2

The season proper

Proposals cluster in spring, per the pool. Your window inherits the cluster.

Q3+4

The rest

Anniversaries, apologies, and the untagged occasions, which are most of them. The token does not ask which.

41 / 59. The 59 is yours.

59%

YOUR SHARE

Generosity is a verdict too. Ours is rendered.

\$240

MSRP, HELD

No discounts. The price is part of the verdict.

88%

ATTACH TO RINGS

Measured where the token is present. It is usually present.

SETTLEMENT: MONTHLY · IN CURRENCY, NOT STANDING · WE KNOW YOUR PREFERENCE, WARMLY

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Both verdicts are final.

THE WARRANTY

Lifetime, on the enamel and the warmth. If a token fails to warm, we replace the token.

No token has failed to warm. Some have declined to. The distinction is honored.

THE FINE PRINT

Engraving is permanent, like its subject matter. Returns are accepted in principle.

In practice, see Departures: 0.

What one quarter returns.

+22

VERDICTS, PROJECTED

Toward 510. Your counter's share of the count, engraved in the ledger.

3.1x

CASE TRAFFIC

Measured at pilot counters. Steel reads from nine feet.

1

SPECIMEN

Yours to keep if we are wrong. We have never left one.

One counter. One quarter.

We ask for one counter position for one quarter. The verdict will render itself, the way they do.

If it does not warm, we remove the case, thank the room, and leave the specimen as an apology. The specimen has never been left.

Warmly.

MTL-04 · SIGNED THE WAY WE SIGN EVERYTHING

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