

PAUL WILD:

A colourful journey

Paul Wild OHG of Germany celebrated its 90th founding anniversary in 2017. Armed with decades of expertise and business acumen, the coloured gemstone specialist is locking its sights on continued product innovation while sustaining its manufacturing strength in the global gemstone scene.

By Bernardette Sto. Domingo



German coloured gemstone expert Paul Wild OHG has upheld its heritage of excellence for nine decades through constant delivery of top-quality goods and services. Over the years, the company has also collected a myriad of milestones ranging from international expansion to fundamental changes within the company. Capitalising on its stellar reputation and strong customer base, Paul Wild is bent on further solidifying its position in the global industry moving forward, according to Anne Katrin Wild, the company's marketing manager.

LEGENDS



From left, clockwise: 25.96-carat tanzanite in the shape of a fish, tourmaline, 4.63-carat Paraiba tourmaline and a pair of pear-shaped spinels from Tanzania. All gemstone images from Paul Wild OHG



Our company has been around for a long time and this gave us the chance to forge deep, lasting relationships with suppliers and clients.” – Anne Katrin Wild, Paul Wild



Competitive advantage

Paul Wild's recipe for success involves two important aspects: Building strong business ties and constant product innovation.

“Our company has been around for a long time and this gave us the chance to forge deep, lasting relationships with our suppliers as well as our clients,” revealed Anne.

In 1974, the gemstone trader acquired shares in the first aquamarine mine in Africa. It also operates its own mines in Brazil and Mozambique for Paraiba tourmalines and in Namibia for demantoids. Having access at the source is certainly a competitive edge for Paul Wild since this results in faster and more efficient response to customer queries and orders.

The gemstone specialist also has a team of expert craftsmen who cuts and polishes the gemstones into perfection, disclosed Anne.

“Over the years, we have earned the trust and confidence of our clients because we never fail to provide their gemstone needs on time. We also make it a point to strengthen our global presence through international trade shows,” she added. Trade fairs provide the perfect avenue for Paul Wild to showcase

its latest gemstone collections. Every year, the company prepares a selection of fine coloured gemstones in innovative shapes and sizes that are largely based on fashion trends, disclosed Anne.

The company also takes pride in several other breakthroughs.

In 1988, Paul Wild fortified its international presence with the opening of a production facility in Bangkok. The early 1990s also saw the company welcoming the next generation of gemstone experts in the family-run business. Paul Wild likewise opened offices in Hong Kong and Beijing in 2000 and 2012 respectively.

True colours

According to Anne, the market's appetite for Paraiba tourmaline remains robust, with buyers constantly looking for stones of fine colour in classical cuts.

Other gemstones in violet, blue and red colours are likely to command attention in 2018, she added.

Founded in 1927, the family-owned gemstone manufacturer is now run by members of the 10th generation. The gemstone dealer is based in Kirschweiler (near Idar-Oberstein).