



*News From*

# Maggie Brooks

## *Monroe County Executive*

**For Immediate Release**  
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### **BROOKS ANNOUNCES RICHARDS & WEST, INC. IS BUSINESS OF THE MONTH**

**Monroe County Executive Maggie Brooks** today announced that Richards & West Inc. (R&W), a premier American jewelry manufacturer, has been named Monroe County's "Business of the Month" and is featured on Monroe County's website, [monroecounty.gov](http://monroecounty.gov).

*"For over a quarter of a century, Richards & West has been a true "gem" in their industry, manufacturing high-quality jewelry with a highly-skilled workforce,"* said **Monroe County Executive Maggie Brooks**. *"I am proud to have such an incredible company here in Monroe County and I thank them for their continued commitment and investment in our community."*

Richards & West, Inc. was established in 1982 as a jewelry manufacturer and is today owned and operated by John Keim, Gary Keim, and John Miner. The company operates primarily as a wholesale jewelry manufacturer with a smaller percentage of revenue coming from their retail trade, which specializes in custom made jewelry. R&W's jewelry manufacturing services cover the full spectrum from design, molding, casting, assembly, setting, and finishing, with a focus on repair services and new product line production.

Their clients include major jewelry designers, manufacturers and retailers as well as individual jewelry artisans. A noted past client included work for the company which supplied the New York Yankees' World Series rings for the 1999 and 2000 season. R&W was responsible for the diamond setting of those rings. R&W has also recently designed two distinct themed product lines which sell through Colonial Williamsburg in Virginia.

*"As founder of Richards and West, American craftsmanship is vital to me. Born and raised in Rochester I learned my craft here,"* said John R. Keim, R&W President. *"As a community we have great resources both in education and individuals. I believe that this plays a pivotal role in our success."*

R&W currently leases 13,500 square feet at 1255 University Avenue and has 66 employees. Next spring, R&W will launch web-based jewelry sales, watch repair services, and sales of their own exclusive jewelry line.

For more information on Richards and West, please visit their website, [www.rwmfg.com](http://www.rwmfg.com).

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