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Thursday, February 26, 2009

Nobody ditches Phelps

NEWS. Company reputation index Vanno reports that Kellogg's has fallen from ninth in positive company reputation to 83rd after dumping Michael Phelps as a spokesperson in February over pictures of the swimmer smoking pot. **METRO/HP**



Memorable padlock

INVENTION. A padlock combination is the last thing most of us can be bothered to remember, so the people at Wordlock developed the more memorable letter combination instead. Available for \$9.99. **METRO/HP**



Pick of the week

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Consumer Trends

Cash4Gold rumors confronted

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You'd have to be living in an alternate universe to miss the Cash4Gold.com's ubiquitous commercials, in which supposed clients claim to have received large checks after mailing in their scrap gold for cash.

With the economy as it is, it seems like the company's moment has come, but rumblings over the Internet indicate that this system may be too good to be true.

We confronted Cash4Gold.com's CEO, Jeff Aronson with rumors of the company's allegedly shady



You know what they say, if MC Hammer trades his gold for cash...

practices, such as incompetent appraisal techniques.

Aronson says their complaint rating is less than one tenth of one percent. The Better Business Bureau gives

the company a reliability rating of C. A complaint about the company was posted online by someone who claimed to be an ex-employee. The writer states

that the appraisers had insufficient tools for testing the jewelry and would pocket the jewelry they liked. "It was a young lady that was fired who wrote that article. She worked here for a couple weeks," Aronson says. "It would be almost impossible, especially for someone that was in customer service to have anything to do with any other part of the facility."

6 tips to safe trading

1 Go local. Get recommendations for a trusted jeweler you can speak to in person.

2 A Visible Scale. Make sure that the scale for weighing the jewelry is out in the open, says Jim Matero of Jaymark Jewelers in Cold Spring, N.Y.

3 Posted Pricing. The jeweler should have the buying price for gold posted, so you know you're not being stiffed.

4 Official Documentation. Each country has its own set of rules. Government certifications should be posted. Check with your local department of Consumer Affairs or the Sheriff's office to find out what you should look for.

5 I.D. Me. Your personal details, like height, weight and driver's license number, should be taken to prevent the pawing of stolen jewelry.

6 Consider consignment. You might fare better on eBay or in an antique shop.



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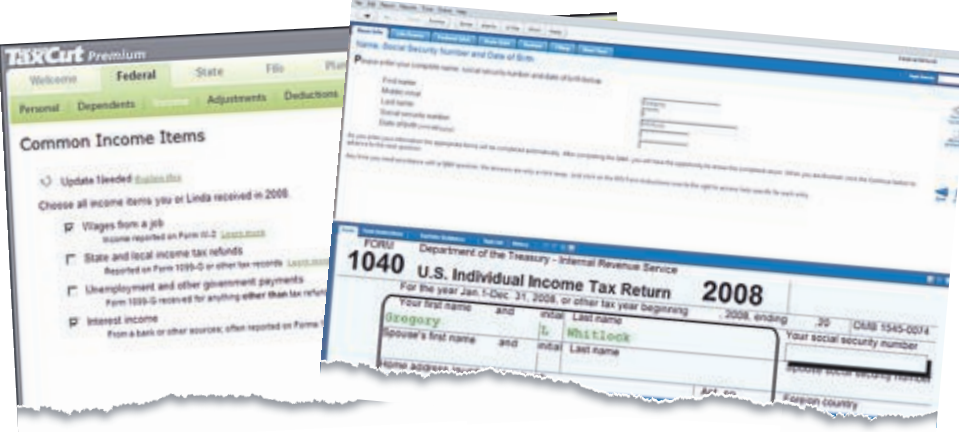
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— PC Magazine's Kathy Yakal authored this report.



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