

Relios Jewelry Wraps up 2007 as Biggest Year Ever

Jewelry manufacturer Gross Sales for 2007 up more than 30% over previous year

ALBUQUERQUE, N.M., March 6 (SEND2PRESS NEWSWIRE) – 2007 will go down in the books as a banner year for Relios Jewelry, America's largest manufacturer of natural lifestyle designer jewelry. Relios saw gross sales skyrocket in 2007 to more than 30-percent over 2006.



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“Moving into a new and larger building has increased our capacity and positioned us to better meet customer demand,” says Relios President Bill Pollack. “We’ve added 60 employees to our workforce, and become better organized and efficient in our manufacturing processes. Just having the ability to handle more of the distribution for our customers – things like merchandising, bar-coding, automatic re-ordering, the ability to ship in-stock merchandise in 5 working days, drop-shipping – all adds up to better customer service. What’s more, our new design studio has allowed our new product development team to be increasingly productive and inspired.”

Last year, the New Mexico-based manufacturer more than doubled its size with a move into a brand new 25,000-square-foot facility. The moves also allowed Relios to more than double its production capacity and expand services to its

more than 500 customers, including the high volume QVC TV network, numerous catalogs, independent shops, and chain stores. One of the company's goals for this year is to focus on streamlining the new processes they've set in motion, and putting more emphasis on wholesale website transactions by providing more effective and efficient service to retailers through online tools, such as marketing initiatives available directly on the site and detailed product information.

"This is an exciting year for Relios," says Pollack. "With improved brand definition and planning, we've set a course for ourselves to continue the kind of growth we saw in 2007. Growing partnerships with retailers, through cooperative marketing and advertising as well as accepting more merchandising responsibility, we're confident we can exceed our '08 expectations."

Handcrafted by skilled artisans in the American Southwest, Relios uses only real stones and sterling silver in its original designs. With a strong corporate and environmental responsibility guiding its operations, all Relios jewelry is nickel-free and lead-free, and manufactured from recycled precious metals.

Relios Jewelry designs and manufactures more than 100 new "made-in-the USA" items per season in Albuquerque, New Mexico. Their moderate to upper price point jewelry can be found online at www.relioswholesale.com.

Contact: Kelly Walter, Relios Marketing and Creative Director, (505) 345-5304, ext. 201

Relios Jewelry
6815 Academy Parkway West NE
Albuquerque, NM 87109
www.ReliosJewelry.com

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