

Relios Jewelry Sets the Stage for Effortless Mothers Day Sales

Jewelry maker offers retail display options for its popular “Loving Family(TM)” collection!

ALBUQUERQUE, N.M., April 1 (SEND2PRESS NEWSWIRE) – Mothers Day sales just got a little easier with the addition of two new jewelry display options by Relios. The company’s most popular collection – “Loving Family(TM)” – can now be presented using a larger fabric-covered display easily suited for jewelry stores and bigger retail venues, or a smaller pewter-colored wire display that fits nicely in gift shops and specialty boutiques.

✘ “These are basically ready-made sales tools,” says Relios President Bill Pollack. “Retailers can simply pull them out of the box, set them up, and instantly start attracting customers and making Mothers Day sales. Another nice thing about both of these displays is that their small footprint makes great use of limited countertop space, so vendors don’t have to struggle to find much-needed room to merchandise their jewelry.”

The dimension of the larger Loving Family(TM) display is 10”H X 12”W, while the smaller wire display is 4” X 12”. Both units are free to retailers who place the required minimum order. And both come with easy reorder instructions – either as convenient inserts as part of the display, or in the form of effortless online reordering information.

“We want to make it as simple as possible for retailers to find sales success this Mothers Day,” says Pollack. “Since introducing Loving Family(TM) over 10-years ago, it has become our most popular collection. It’s an uncomplicated, yet meaningful symbol – a sculptural portrait of the modern family.”

Loving Family(TM) comes in a variety of options – sterling silver, 14K gold and gold vermeil, and buyers can choose the number of parents and children displayed on the contemporary-styled pendant. Loving Family(TM) also offers a Mothers charm pendant featuring a mother in an embrace cradling the birthstones of her family, forming a heart. Additionally, the collection contains two birthstone locket pendants – one large, one small – in the shape of a heart with a mother and child adorning the top of the pendant.

✘ 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, Relios jewelry is nickel-free and lead-free, and manufactured from recycled precious metals.

Relios 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.

For more information, please contact Kelly Walter at (505) 345-5304 ext. 201.

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