

Relios Jewelry Expanding Marketing and Sales Services to Retail Partners

ALBUQUERQUE, N.M., May 7 (SEND2PRESS NEWSWIRE) – Relios Jewelry, America's major manufacturer of designer sterling silver and natural stone jewelry is planning to expand into over 900 locations this year. The company plans to meet this goal by significantly increasing both marketing and sales services to their retail partners. This level of customer service allows retailers to differentiate themselves by promoting Relios jewelry in unique and exciting ways that will ultimately improve their profit margins.



Send2Press® Newswire

Relios Jewelry is prospecting extraordinary retailers with a serious commitment to building a long-term business and supplier partnership by offering moderate to upper priced women's designer sterling silver and natural stone jewelry. Relios Jewelry's 300+ current customers, consisting primarily of gift, jewelry and apparel boutiques with most of its volume distributed through mail order and television enjoyed a 29% increase in 2007 and is on an equal track for 2008.

Support offerings include sales technique and product training, marketing tools such as posters, e-cards, 24/7 online ordering, co-op advertising programs, UPC/retail price ticketing and daily sales associate reporting. Retailers who take advantage of these services differentiate themselves in an

increasingly competitive marketplace.

“We succeed only when our retailers do, so it’s in our best interest to give retailers the product and promotions to make sales happen,” says Relios Jewelry President Bill Pollack. “We stand behind our product with a lifetime guarantee – and are focused on new programs to build business and profit for our retail partners.”

Since moving into a new facility late last year, Relios Jewelry has more than doubled new product development, manufacturing productivity and most recently its sales team. The designer and Southwestern jewelry manufacturer’s current initiative is to create unparalleled services.

“We want our retail partners to know that we will provide them with outstanding service enabling the move to the next level,” says Relios Sales Specialist Paula Giles. “With fresh talent on board and world class manufacturing to fully service our partners, we will provide dependable, effective programs that out perform the competition.”

Relios Jewelry originated in 1975 (in Albuquerque, NM, USA), and is currently designing and manufacturing more than 100 new, unique jewelry designs each season. Company information and products can be found online at www.ReliosWholesale.com.

Interested retailers can call for an appointment to meet directly with a Relios Sales Specialist at JCK Las Vegas 2008 StyleMakers Pavilion #44033.

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

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

News issued by: Relios, Inc.



Send2Press® Newswire

Original Image: https://www.send2press.com/wire/images/08-0507-Relios_72dpi.jpg

#

Original Story ID: (3949) :: 2008-05-0507-003

Original Keywords: Relios, Inc., JCK Las Vegas 2008, women's designer sterling silver and natural stone jewelry, retailers, Bill Pollack, gift, jewelry and apparel boutiques, manufacturer, wholesale, designer, fashion, women Relios, Inc.