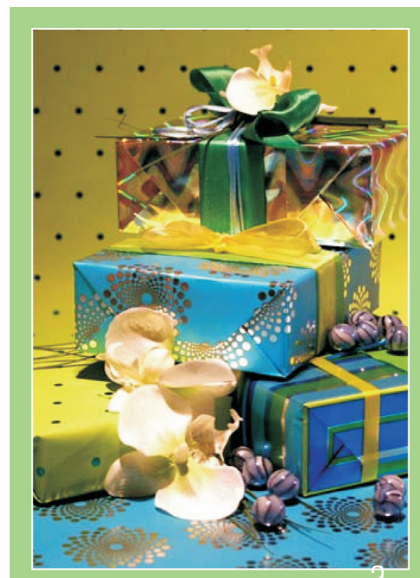


# Focus on *packaging*

*The latest offerings from the world of packaging*



**Y**ou have the dazzling jewellery. Your store is immaculate. Customers are browsing. Yet without eye-catching and orderly displays and packaging, that's all they're likely to do; even those operating on shoestring budgets can transform their store's wardrobe.

Much has been made of the need to promote your products in these challenging times. With competition for customers fiercer than ever, there are more choices for customers than ever before.

Spending a little extra now is crucial. You can't gamble on standing still, but if your business and jewellery aren't enticing sales, you can bet that someone else's will be.

Attention-grabbing shouldn't end with your shop. Bold and striking packaging not only looks great, it shows that you care about the after-sales service too.

Boosting packaging and refreshing your window display will tempt new customers through your door. With a wide range of colours and styles available, new displays make your window stand out on the high street. Accent colours, such as orange, lime green and red, are particularly popular.

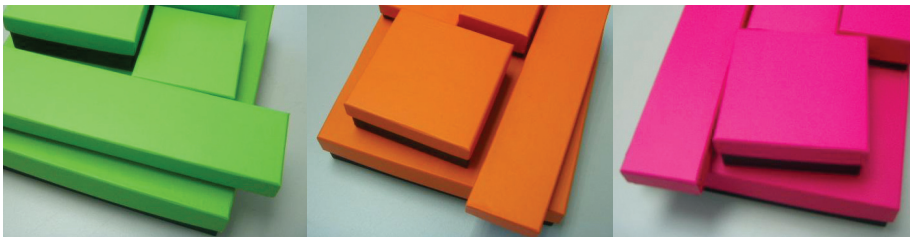
**Ch Dahlinger's** new designs reflect current fashion trends, enabling you to update your packaging look (1). The 'Edition 2009' series uses handmade paper in an attractive metallic fashion: cream with a decorative velvet black rose motif. The design is available in two styles. The economy series, 'Candy 118', offers two new colours, mint and chocolate, alongside matching carrier bags.

Colour's importance cannot be overstated. Psychologists believe up to 60 per cent of acceptance or rejection of a product is due to its colour. With warmer months ahead, more dynamic displays are in high demand.

Summer has already arrived at **Something Classy**, the UK's leading supplier of gift-wrap counter rolls. The company has just introduced a new range of exclusive designs in vibrant colours to add to its extensive collection (2).

A wide variety of stunning displays and packaging will help create increased repeat business. Supplying everything from keenly priced card boxes to deluxe polished wood boxes, **Just Brothers** have something for everyone. A full range of displays are available in wood, imitation leather and acrylic (3). Bespoke packaging is their specialty, with comparatively small minimum orders.

That attention to detail and personal service makes purchasers feel extra-special. Equally important though is the quality of your goods. **Finer Packaging's** philosophy is to produce the finest combination



of packaging using materials, colours and sizes (4). This allows you to maximise your point of sale opportunity by creating aesthetically pleasing boxes and displays that not only compliment your product, but also reflect value and choice.

Amongst the new ranges at **Finer Packaging** is the *Odyssey Collection*, which has a silicone material in the centre. This literally suspends the jewellery inside in mid air. Widely applauded and admired at this year's Spring Fair, the collection includes boxes to hold a full range of jewellery and can include its own unique display unit.

Whether you require a totally new look or just a few display busts for a new range, **Southern Gem** can accommodate your needs (5). The UK

manufacturer produces a variety of hand-made jewellery displays using a wide range of materials, fabrics and colours to customer specification. Its aim is to ensure high quality and unique display for each jeweller with a personal service.

**Southern Gem** supplies an outstanding range of exciting jewellery display designs and good quality displays at affordable prices to many prominent retailers such as **Beaverbrooks**.

**The Tiny Box Company** is proving that packaging and display companies are not compromising their carbon footprint for affordability either (6). The business, of *Dragon's Den* fame, has significantly extended its range of recycled packaging; as well as the

extensive range of recycled jewellery boxes and gift bags, there are now mailing boxes for jewellery companies selling jewellery and gifts online. For truly unique packaging, the **Tiny Box Company** offers a bespoke design and production service.

Wherever you choose to shop, or whatever retail services you use, **Lynco's** total commitment to customer satisfaction means you can be sure of great service, quality goods and fair prices (7).

The showroom features a vast choice of display props and jewellery sundry items. Wherever possible, **Lynco** endeavors to give value for money; its collection includes envelopes, paper and carrier bags and acrylic display items, amongst many others.