

ELEVATES RFID TO 'THE ROLLS ROYCE' OF INVENTORY MANAGEMENT

Jason Sherman and Todd Schusterman bring their true passion for the multi-faceted jewelry industry to creating the largest selection of loose certified diamonds, designer engagement rings and wedding bands in southwest bridal jewelry gifts in all of Southwest Florida. The Diamond District is a beautiful, 6,000 square foot store based in the Naples - Fort Meyers, FL area. In addition to a reputation for unique designs and personal service, Jason and Todd are involved with the local community.

Jason was introduced to RFID at JCK many years ago, before RFID was well known in the jewelry industry. Always forward thinking, Jason saw the potential to streamline operations and gain visibility into assets and so became an early adopter of RFID.

The Diamond District started with HF RFID technology fully integrated with their POS JewelMate by Logic Mate. They completed stock takes through JewelMate in a fraction of the time than previously needed. As RFID features and technology evolved, The Diamond District evolved with it.



Melanie Gorneau and Anastasia Majors are the primary RFID users in the store. Melanie has seen her role change over the last eleven years as RFID has been incorporated into her daily routine. The time to take a full inventory has been reduced substantially, freeing time to focus on other activities. When asked about service, Anastasia says, "Support stands behind the product. They are speedy, accurate, and helpful."

Most recently, The Diamond District converted to the newest Rareworks UHF RFID product line. It offers new features they love. Of note, using the Rareworks Tiara application, stock take feedback is in real-time, carrying a live version as you scan. Stock takes that used to take weeks, can now be done in one fell swoop. Melanie states, "It's the Rolls Royce of RFID!"



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Susan Davidson, Chief Operating Officer of Rareworks adds, "Any change to our routine takes adjusting. Both when first implementing and again most recently, when converting to the newest system, The Diamond District, Logic Mate, and Rareworks have all been invested in the long-term success of this relationship. We are looking forward to exploring new RFID features with The Diamond District in the future."