

NOW I CAN DO A COMPLETE STOCK TAKE IN 5 MINUTES EVERY DAY!

Founded in 1946, Ideal Brilliant has grown to become one of the most established and respected diamond companies in the United States. Ideal Brilliant has built a solid reputation through exceptional relationships. “Our word is everything.” Their extremely high standards of service, quality, and value have become proud traditions which they continuously strive to uphold.

The NY diamond district is a tight knit group. One day Chilly was talking about one of his daily pain points with David Kaufman from River Diamonds. With 10,000 stones on hand, multiple showings daily and diamonds going in and out on sale and memos, it is a full-time job just to know where everything is.

Clients schedule appointments to review custom selected stones. Without real-time visibility into your assets, this is quite the challenge. Chilly shared the panic, scrambling to find every option on time. You cannot sell what you cannot find.



Ideal Brilliant immediately implemented Rareworks RFID. Chilly states the two biggest changes:

- Now I can do a complete stock take in 5 minutes every day! I used to shut down a couple of times a year – what a waste.
- Search! We can find any items based on the characteristics our clients want. This helps us to provide the customized service we always prioritize.

The Rareworks Support Team worked with Ideal Brilliant to take advantage of the RFID features within their environment, teaching about the effects of density and scanning techniques.



rareworks

MEDIA CONTACT:

NAME

Ms. Susan Davidson
CHIEF OPERATING OFFICER

WEBSITE

www.rareworks.io

EMAIL

marketing@rareworks.io

MOBILE

+1 (844) 636-4588



Susan Davidson, Chief Operating Officer of Rareworks adds, “We’ve worked with companies with hundreds of doors, across geographies, and in our backyard. Nothing is more fulfilling than seeing the positive RFID impact for a 3-generation family company like Ideal Brilliant!”