

THE KINGSWOOD COMPANY

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The Kingswood Company Launches New Retail Fixture Program

*Freestanding retail fixtures translate time-tested merchandizing strategy
for aftercare products to jewelry retailers and jewelry departments*

This month, The Kingswood Company launched a new retail fixture program. The innovative program will offer retailers a beautiful and dedicated fixture with significantly more space for merchandising a jewelry care line, as compared to the classic countertop fixture.

Three options are available in different footprints, each with unique features to integrate into a variety of sophisticated retail environments. The fixtures are available to both private-label customers and those who stock the CLEAN+CARE® product line.

The fixture itself becomes a “silent salesperson” in a retail store, and positions the product line as its own category, not an afterthought. This type of positioning for jewelry cleaning and care products also sets a tone for the retail sales staff, propelling them to sell the products and boosting add-on sales.

One retailer who has had the fixtures in stores for over six months as part of Kingswood’s market testing, has seen substantial results, and significant increases in sales.

“We take a lot of care in how we merchandize and display the jewelry that we offer at The Diamond Cellar, and it made sense to put a similar effort into displaying our branded jewelry care line,” said Andy Johnson, owner of The Diamond Cellar. “Using a dedicated retail fixture emphasizes the importance of the product line, both to our customers and to our own staff. In the six months we have used the fixture, we have seen a marked increase in jewelry care product sales.”

The fixture is designed to match the high-quality and aesthetic of the products it displays, as well as many retail environments. In addition, the signage can be customized for independent retailers.

“Our Retail Fixture Program is innovative and new to the jewelry industry, but is based on a similar successful strategy of merchandising similar product lines, in similar categories,” explained Pam Wacławski, VP Sales & Marketing. “If you visit a shoe department in a specialty retailer or department store, you will almost certainly see a stand-alone fixture merchandising shoe care and cleaning products. This is a successful strategy that is proven and works, and we are excited to bring it to our jewelry retail customers this year.”

“The bottom line is that today’s consumers are looking for aftercare products for all types of luxury goods, from handbags, sneakers and shoes to cars and luxury home goods, and this includes fashion and fine jewelry,” explained Kristie Nicolosi, President. “Our new Retail Fixture Program allows jewelers to meet this need by stocking and displaying a full jewelry care product line in a new and sophisticated manner.”

The CLEAN+CARE® brand was first established with a single product in 2014, and since then has grown significantly to a full line of products designed for today’s educated and modern consumer. Distributed in hundreds of doors throughout the US and Canada, and via its website www.cleanandcarecleaner.com, the brand is trusted by consumers who are looking for professional quality products and education about the right way to clean and care for their jewelry and watches.

Headquartered in Columbus, Ohio since 1956, The Kingswood Company is the world’s leading manufacturer of high-quality private-label jewelry care products, serving thousands of retailers, brand manufacturers and designers worldwide. Kingswood is a subsidiary of GLISTER, INC., which is the owner of the CLEAN+CARE® brand, and was recognized as one of the nation’s fastest growing companies in 2020, 2021, and 2022 by Inc. 5000. www.thekingswoodcompany.com