

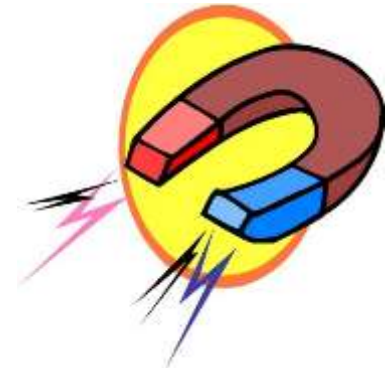


# An Independent jewelers guide to the display options available from Pacific Northern

[www.PNDisplay.com](http://www.PNDisplay.com)



FYI- All the following items are shown in greater detail on our website at [www.PNDisplay.com](http://www.PNDisplay.com)



*Remember that all the displays we offer are MAGNETIC. The platforms have a hidden metal plate on the top horizontal surfaces. The trays, fingers, earring stands, neckforms etc. have embedded magnets in their bases*

# First... Choose a platform style

*There are 3 types of platforms we offer*

- Linear



- Vignettes



- Blocks



# Linear Platforms

- Expand from one side of the showcase to the other
- Work well when you have lots on inventory
- Shoppers tend to “graze” through the merchandise
- Platforms stay in the showcase at night



# Linear Platform Examples



# Linear Platform with center feature



# Vignette Platforms

- Use 2, 3 or 4 platforms inside a case depending on case width and merchandise
- These work well with average or lesser merchandise counts
- Shoppers tend to stand and look over all the pieces
- Can be easily pulled at night







Accolade Platforms  
Available in 2 sizes  
22" wide or 11" wide



# Blocks and Riser Platform sets

- Use them individually to give height in a case
- Works well with fashion or high end pieces
- Great for differing elevations and windows
- Stay in the showcase at night



Once you have your platform choice..

Choose your display style from 3 PN options

Classic



Mondo Bello

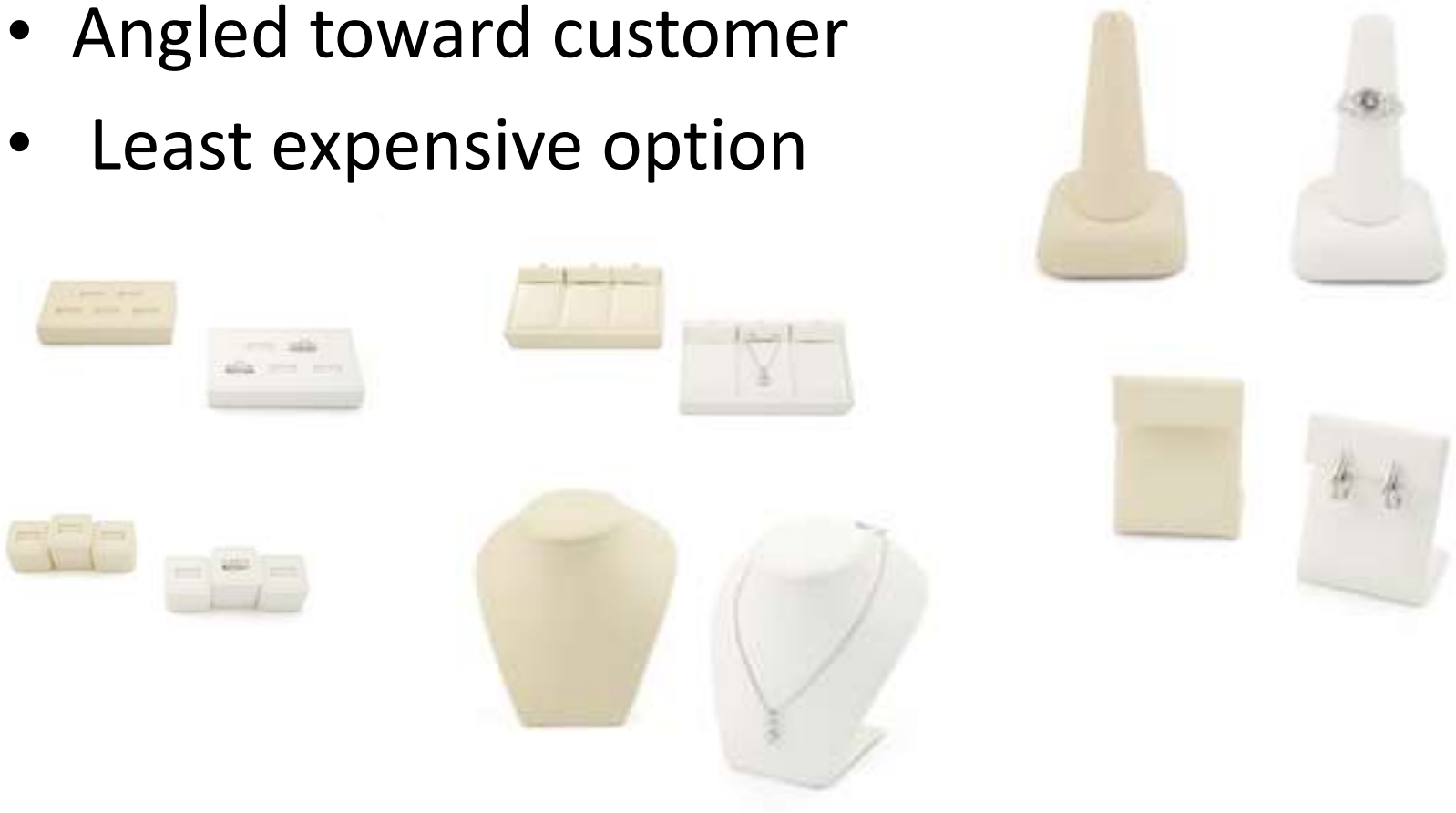


Accolade



# Classic Design Displays

- Simple rectangular design to trays
- Angled toward customer
- Least expensive option



# Classic style displays on a Velocity Platform



# Mondo Bello Design Displays

- Rounded sides give feminine look
- Angled toward customer
- Smaller footprint



# Mondo Bello style elements on a Mondo bello platform



# Mondo Bello displays on Tranquility platforms





Now you have a platform and preferred display design..you can order displays in pre-packed kits

Example : A Kit of Mondo Bello Earring/ Pendant displays that will hold 50 pieces of merchandise- Beige or Chalk white



.....Or in individual “Value Packs”

Example: A Pack of 6 Mondo Bello  
Earring/Pendant stands- Beige or Chalk white  
\$25.50 per pack



# We offer the kits for each of the different design styles

- Classic
- Mondo Bello
- Accolade

Each style of the preppacked kits is available in 3 choices of merchandise

- Ring cases to hold 50 or 100 rings
- Pendant/Earring cases to hold 50 or 100 pieces
- Mixed... Ring, Pendant/ Earring/ Bracelet cases to hold 25, 50 or 100 assorted pieces

# The kits are available in different capacities

	<u>Classic Style</u>	<u>Mondo Bello Style</u>	<u>Accolade Style</u>
Ring Displays	50 rings	50 rings	50 rings
Ring Displays	100 rings	100 rings	100 rings
Ear/Pend Displays	50 pieces	50 pieces	50 pieces
Ear/Pend Displays	100 pieces	100 pieces	100 pieces
Mixed Jewelry	25 pieces	25 pieces	25 pieces
Mixed Jewelry	50 pieces	50 pieces	50 pieces
Mixed Jewelry	100 pieces	100 pieces	100 pieces

We have specialty displays for special categories..like diamonds



# Informative “Blue Nile-like” signage

Displays mounted and loose merchandise



# For loose stones



# For Colored stones



AGTA Vignette



# For Pearls

AGTA - Pacific Northern  
Pearl Jewelry Display Set



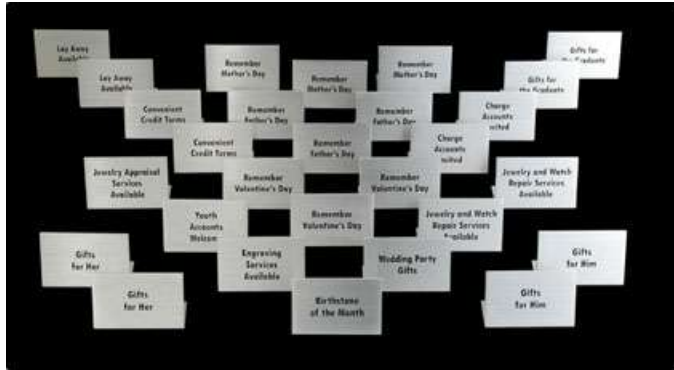
# For Birthstones



# For Windows



# And store accessories



And bulk fabric to wrap your  
floorboards



# Choose your fabric and color

- Beige and Chalk/white Leatherette in stock for immediate shipping
- Other colors of Vienna leatherette available made-to-order (20% surcharge)
- Charisma Suede available made-to-order (35% surcharge)



# Stock vs. Made-to-order

All of the items in our line are kept in stock in either Chalk/white or Beige Integrity leatherette. These displays can normally ship within 24 hours of order.

If you desire a different fabric or color, we can “make-to-order”. These orders take about 8-12 weeks and incur a surcharge based on fabric choice.

# Rely on experienced assistance



Larry B. Johnson  
Author, Columnist  
INSTORE magazine



Corey Cox  
Graduate gemmologist  
Certified Bench jeweler



## PROP TALK WITH LARRY B. JOHNSON

**FOR A BRIDAL - JEWELRY RELATED THEME:** Keep your props romantic, feminine and tight. Traditional wedding items are the best choice to create the feeling.

Larry B. Johnson is the author of The Jewelry Guide To Effective Jewelry Display. Contact him through [www.effectivejewelrydisplay.com](http://www.effectivejewelrydisplay.com).



**WEDDING SALES:** Arranging a wedding table (or inside the case) will give you a bridal theme without taking up valuable space. Place accessories liberally on the table.



**DIGGING OVER:** Using champagne flutes as bases inside the case is a traditional favorite. Add some flowers or ribbons to soften the crystal and create a better air.



**FLORAL ARRANGEMENTS:** Props that I always have to be inside the case. Don't be afraid to use real cut flowers in a beautiful vase on top of the case. They will give the entire store a happy, joyful look.



# Call us today to get started

**Toll Free: 1-888-888-5868**

Normal office hours 8:30 AM – 5:30 PM Monday- Friday, Dallas Time (CST)

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