

PRESS RELEASE

For more information:

Eli Borochoff
Just Perfect Jewelry Designs LTD
48 West 48th Street
New York N.Y. 10036
Tel:1-877-201-0005
Fax:1-212-997-6814
www.justperfectmsp.com
sales@justperfectmsp.com

FOR IMMEDIATE RELEASE

Precision-set jewelry manufacturer uses the latest technology for a fun in-store experience

Just Perfect Jewelry Designs, a New York City-based manufacturer of precision-set jewelry, has introduced an easy way for the retailers who carry its line to customize it instantly with their clients. The entire Just Perfect collection has been uploaded into an online interface that can be viewed on a desktop as well as an iPad, enabling jewelers to work with their customers at the counter and choose over 2000 ways to customize their jewelry.

A selection of Just Perfect Jewelry Designs jewelry can be shown in store and tried on as usual, but then jewelers can share customization options with clients using the iPads that Just Perfect Jewelry Designs provides with an order of \$7,500 or more. Customers can be taken through a choice of metal (platinum, white and yellow gold), diamond quality and quantity, finger size, and other factors, then calculate the cost—including the retailer’s markup of choice at current metal prices. From time of order to delivery, Just Perfect Jewelry Designs can have the finished jewelry in a jeweler’s hands in three-to-five working days. “We can also embed the system into a retailer’s website, if preferred, including a shopping cart,” says Edward Zylka, Just Perfect Jewelry Designs president.

Just Perfect uses the latest innovative techniques and machinery to create its jewelry, manufactured from extruded tubing that’s stocked in-house, with precision, machine-set diamonds. “The process results in jewelry that is exceptionally free of metal porosity,” says Zylka. “Extruded tubing is also twice as hard as cast metal, thus our jewelry retains a polish better, and holds diamonds very securely.” Using state-of-the-art technology and engineering at its 5,000 square foot facility, Just Perfect Jewelry Designs delivers both large volume orders as well as individual pieces in the same timely manner.

For its iPad app, Just Perfect developed a 3D video for every item it sells, which rotates the piece fully, starting at the top, swinging to the side for a side view, then coming back full circle to the top again, for the client's viewing enjoyment. The video allows complete inspection of an item, by digital means, and encourages a customer's excitement and participation.

To view a demonstration of the company's iPad technology, learn more about its designer collections, or place an order, please contact the company at 877-201-0005, or e-mail sales@justperfectmsp.com. Visit our website at www.justperfectmsp.com All of Just Perfect Jewelry Designs' products are proudly made in the U.S.A.