

# Dion DIGEST

*Creative Jewelry Solutions for Recognition, Promotion and Motivation*

## Imperial Marketing "Ringing In" the Sales Opportunities



Imperial Marketing has worked with leading companies in a wide variety of industries, including automotive, food service, healthcare, insurance, financial services and many more. In their experience, they have learned the value of offering custom jewelry solutions to their clients, especially custom rings. Imperial understands that loyalty ring programs work and that they provide annuity income for years to come. Below are some examples of ring programs that Imperial has developed. Although these examples are for different groups and different types of programs, Imperial recognized the value in bringing ring products to the table.

### A Ring With "Pop"

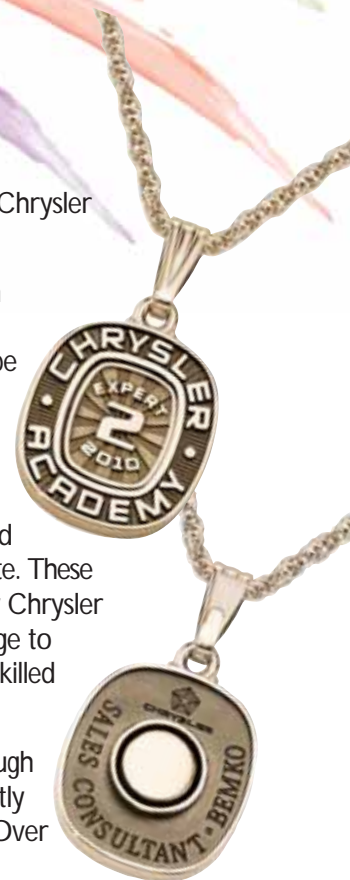
Sometimes all the planets line up just right to provide a unique one-of-a-kind product, welcome in a new era for a company and satisfy a client. The Chrysler Sales Consultant "Logo-Pop" Award

Ring achieved this type of alignment for Chrysler Group LLC.

Chrysler has had an award ring program supplied by their distributor partner, Imperial Marketing, for many years. To be awarded a ring (and in subsequent years have diamonds added to it), dealer personnel need to qualify in a number of categories, including number of cars sold, results of customer survey responses and amount of training received from corporate. These prestigious rings are prized and envied by Chrysler colleagues and help reinforce the message to customers that they are working with a skilled professional.

In recent history, Chrysler suffered through several financial challenges and has recently regained its sure footing for the future. Over the past couple of years, the award ring

*continued on page 2*



## More Ovations Coming Your Way!

This past winter, E.A. Dion introduced a new line of stylish, pre-priced custom corporate jewelry called Ovations. The line, which included 10 collections that could be easily personalized with laser engraving and little or no tooling, was very favorably received by distributors and their clients alike.

# Ovations

*Bringing style to custom corporate jewelry.*

However, we have not been sitting on our product development laurels! We are adding two new collections to the Ovations line – a sterling silver executive gift ornament line called Opulence and a sterling silver bookmark line called Marks of Distinction. Both of these collections allow for personalization – either through laser engraving on the bookmark or a customized die on one side of the ornament – but with pre-existing tooling they have a faster turnaround at a substantially lower cost! In addition, if a customer wants a custom shape or a substantially different design, our Design Department can create a piece that is as unique as they are. The possibilities are endless!

*continued on page 2*



## Imperial Marketing "Ringing In" The Sales Opportunities *continued from page 1*

program was repeatedly reviewed and Chrysler realized the immense value that dealers had for these award rings and what an important role they played in Chrysler's sales and training incentive programs. The ring program has not only survived but it is an integral part of the sales and training incentive program for the future.

With this in mind, Chrysler wanted to make a bold statement about its new, more vibrant company. One way it wanted to communicate this was with a distinctive new ring design to set it apart from any previous ring. Imperial Marketing worked with Dion to develop this new look while staying within Chrysler's budget. The result of this journey is the Chrysler Sales Consultant "Logo-Pop" Award Ring. This truly one-of-a-kind ring incorporates the patented Logo-Pop insert; a removable insert backed with an o-ring that securely holds the insert in place. The benefits of this ring design go well beyond its stylish nature. From an award program standpoint, this "insert"

design makes it less expensive and easier to update. With the new inserts, recipients can "upgrade" their ring themselves – eliminating the need for shipping and handling charges, as well as the need to "give up" your ring while it is being upgraded.

Another addition to the Chrysler Sales Consultant Award Program is a pendant option for ladies. This proved to be an extremely popular option, as many ladies preferred a jewelry award other than a ring and the design allowed for a jewelry item comparable in size to the man's ring.

For a distributor, "Pop" jewelry makes a lot of sense for an upgradeable award program. It allows for greater flexibility, ease in the upgrade process and costs considerably less in shipping and handling. Next time an opportunity comes your way where an upgradeable or multi-level jewelry program might fit, consider Logo-Pops and the stars might just align for you too!

*continued on next page*



## Opulence

Celebrate your employees and your successes this holiday season with a fine silver ornament. The Opulence collection includes an iconic American art winter scene or a holiday wreath. The reverse side of the ornament will include your customization, whether it be your corporate logo or holiday greeting. These intricately detailed scenes are crafted into wafer-thin sterling silver making this an affordable and memorable gift. These ornaments are a true treasure for generations to come.

**Custom options available. To see the entire Ovations line, please visit [www.eadion.com](http://www.eadion.com).**

## Exciting Opportunities for Associations Just Waiting to Happen

*continued from previous page*

Many distributors work with associations and organizations that boast a proud and loyal membership. Members of these



organizations want to show off this pride and jewelry products are an excellent vehicle for doing so. They are visible to the world no matter where you are, yet are a discreet way to show your loyalty. Many organizations also have various events at which their large and



varied memberships come together and websites where shopping opportunities are available. Industrious distributors would do well to take advantage of this unique and lucrative marketplace.

The UAW is a prime example of such an organizational opportunity. Imperial Marketing had been providing products to UAW Local 412 for a number of years when they discussed the possibility of also supplying rings to their membership. Imperial knew that Dion was always eager to work with a distributor to come up with creative solutions to any situation. Dion worked with Imperial to develop a website that could handle on-line single ring orders from the membership that were sent directly to Dion for efficient processing and payment. This custom website allowed members to process their credit card orders directly through the UAW Local 412 website without identifying Dion or Imperial in the process (something many end-user companies and associations prefer).

Thanks to a small investment by the UAW, its membership now has the opportunity to exhibit their status with the purchase of unique custom products. New product offerings can be easily added to this merchant site in the future for even more sales opportunities!



## Marks of Distinction

Commemorate corporate re-branding, anniversaries and new product launches with these sterling silver bookmarks. The Marks of Distinction collection can help you deliver your message of appreciation on a precious metal canvas of polished sterling silver. Six bookmarks are included in this collection; three with tassels and three without tassels. Each piece has been chosen to highlight your logo or monogram, transforming each bookmark into a one-of-a-kind keepsake.

**Custom sizes and tassel colors available. To see the entire Ovations line, please visit [www.eadion.com](http://www.eadion.com).**



E.A. Dion, Inc.  
 33 Franklin McKay Road  
 Attleboro, MA 02703  
 1-800-445-1007  
 (508) 222-9662  
 Fax: (508) 222-8418  
 E-mail: info@eadion.com  
 Web: www.eadion.com

PRSR STD  
 U.S. POSTAGE  
 PAID  
 PROVIDENCE, RI  
 PERMIT NO. 1320

Address Service Requested



## Creative Badge Holder Opportunities

Today, the simple employee badge functions not only as verification that a person is an employee of a particular company, but also as time clock conduit, initial employee security check, name badge to the public and much more. With tighter security at hospitals, schools and most major corporations, the employee badge has taken on a whole new significance. It is the one piece of "adornment" that employees wear all day, every day, when they are at their workplace or representing their employer.



Many companies and organizations are now using the badge holder for more than just simply a fastener, creating an opportunity for forward thinking distributors. The badge holder is the perfect place for corporate branding, employee years of service recognition and specific company or organization

sales, safety or other recognition opportunities.

There are unlimited opportunities to use the badge holder beyond simply a clasp to attach it to one's clothing. The employee badge already connects an employee with his/her organization. Therefore, it is also the perfect vehicle for an employer to show how much they are valued and for an employee to display their own work-related achievements, all while reinforcing the loyalty the worker has for the organization. Talk to your Dion Account Manager today about ways to incorporate badge holders into your next corporate presentation.



INSIDE

Imperial Marketing "Ringing In" The Sales Opportunities .....1  
 More Ovations Coming Your Way .....1