

# *Start-to-Finish*

DIAMOND LINK BRACELETS

## START-TO-FINISH DIAMOND LINK BRACELETS INTRODUCES NEW, USER-FRIENDLY WEBSITE

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**FOR IMMEDIATE RELEASE**

BIRMINGHAM, AL— Start-to-Finish LLC is pleased to announce the reconstruction of its website: <http://www.start-to-finishbracelets.com>. Renee Singer, president and owner of Start-to-Finish, says, "I'm very proud of what we've done here. It has taken quite some time, and the results are worth it." Singer has worked closely over the past several months with Tracy Norris of Tracy's Web Design (<http://www.tracyswebdesign.com>), located in Phoenix, AZ, to update the look and feel of the site and to incorporate many new features to assist jewelry stores in doing business with the company, including a list of upcoming shows and conventions. Norris' keen eye for layout and user-oriented design have resulted in the perfect balance of adequate information, visual interest, and ease of use. Her website features a portfolio of similar successes with a wide range of customers, in addition to Start-to-Finish.

Jewelry stores can now use the web as a resource for selling and facilitating the ordering of Start-to-Finish's diamond link bracelets. In addition to viewing all the styles, the site offers product information for the consumer, sales staff, and bench jeweler, including how additional links are added to the bracelets. The marketing strategies and advertising materials, which accompany every new order, are also available on the site. With these resources in place, Singer

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hopes to broaden access to her product's concept as an affordable fine jewelry item whereby retail customers connect life's special occasions.

A new feature of the site—designed to increase customer traffic in stores—is the "Find A Retailer" page, whereby stores may list their names so that current and potential customers can easily find the closest Start-to-Finish diamond link bracelet retailer. This listing is a free service to all Start-to-Finish dealers.

Other site features include a description of the concept of diamond link bracelets, current press releases, employment opportunities, and upcoming shows and conventions. As the company grows and expands to different regions of the country, Singer plans to add new features, such as on-line ordering capabilities. Until then, Start-to-Finish welcomes Southern Jewelry News readers' feedback on its new website.

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