

CUSTOM REGIONAL COLLECTIONS

Exclusively For Your Area . . . Getting Started!

STEP 1: TOGETHER WE DESIGN BEADS OF LOCAL INTEREST.

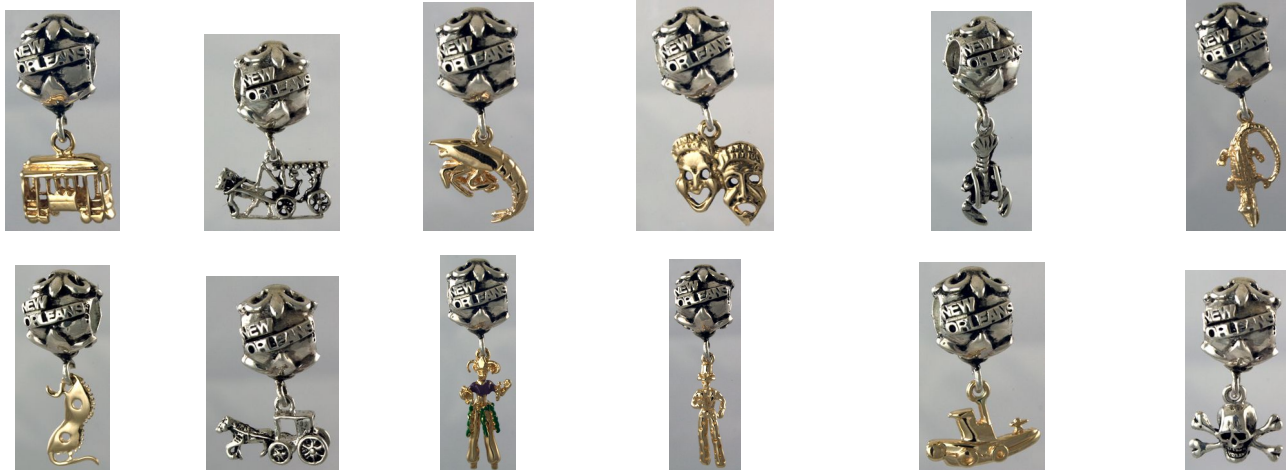
EXAMPLE: NEW ORLEANS
MARDI GRAS



STEP 2: SELECT CHARM DANGLES STARTING ON PAGE 4 OR FROM RELLERGOLD.COM COLLECTIONS—SEALIFE, SOUTHERN CHARM™, PIRATES, ETC. — A VAST COLLECTION OF REGIONAL CHARMS.



. . . AND WE'LL COMBINE THEM WITH YOUR "LOCAL" BEAD.



STEP 3: ADD SOME LOCAL COLOR . . . OUR DURABLE ENAMEL RESINS PROVIDE A RAINBOW OF COLORS FROM WHICH TO CHOOSE.

IN THIS EXAMPLE,
THE "OFFICIAL"
MARDI GRAS
COLORS ARE
PURPLE, GOLD AND
GREEN.



STEP 4: ADVERTISE YOUR UNIQUE COLLECTION! WE'LL HELP WITH CUSTOM DISPLAYS, STORY CARDS, ADVERTISING IMAGES AND AD SLICKS.

A: DISPLAY TRAYS ANNOUNCE YOUR EXCLUSIVE COLLECTION AND SHOWCASE UP TO 20 BEADS. (7" X 8¼", ABOUT \$35)



B: WINDOW AND COUNTER CARDS ANNOUNCING YOUR COLLECTION—GENERALLY 5" X 7" IN PLEXIGLASS PICTURE FRAME.



C: "STORY CARDS" TO GO WITH YOUR BEADS, ROMANCE YOUR AREA AND PROVIDE STORE INFORMATION. THE FOLDED CARDS MEASURE 1¼" BY 1⅛".



The East Coast Collection
 Deep-Sea adventure or low-key relaxing.
 Sun . . . Sand . . . Sea . . . The Good Life.
 It's all here. The East Coast is where
 Dreams become Reality

D: WE CAN ASSIST YOU WITH IMAGES AND AD SLICKS. BEADS ARE A HOT CATEGORY AND YOUR LOCAL SOUVENIR BEADS WILL DRIVE TRAFFIC YOUR WAY EVEN IF YOU DON'T YET CARRY A FULL BEAD PROGRAM.

LOCAL BEAD™ DISPLAY



WE'LL ADD THESE CHARM DANGLES TO ANY BEAD OR RONDELLE

To See More Charms Click this Link: RellerGold.com—SeaLife, Southern Charm™, Treasure, etc.
Examples . . . The Possibilities Are Countless!



Rondelle
Silver Dangle



Silver Bead
Gold Dangle



Local Bead
Silver Dangle



Rondelle
Sterling/Gold Dangle

CHARM DANGLES

 00410 Flamingo	 10395 Hobie Cat	 10454 Sailboat	 10477 Anchor and Ship's Wheel	 10706 Seahorse	 10769 Starfish
 10963 Frog	 10974 SCUBA diver	 10978 Crab	 10985 Whale Tail	 10988 Ship's Wheel	 11204 Ship's Wheel and Sailboat
 11207 Lobster Claw	 11225 Ship's Wheel	 11239 Sail Boat	 11253 Dolphin	 11303 Pelican	 11308 Crab
 11397 Lighthouse	 13035 Ray	 13073 Sanddollar	 14148 Bicycle	 14856 Shovel	 15229 Fouled Anchor
 15450 Conch	 15563 Conch	 15615 Fouled Anchor and Mermaid	 15638 Beach Umbrella	 15838 Sea Turtle	 15885 Flip Flops
 15961 Cruise Ship	 18042 Nubby Starfish	 18057 Conch	 18064 Flipper	 18065 Scallop	 18074 Twin Dolphins

CHARM DANGLES

 <p>18085 Cruise Ship</p>	 <p>18297 Skull & Bones</p>	 <p>18498 Pail</p>			
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CHARM DANGLES Mixed Metal

 <p>18481 Flamingo</p>	 <p>18482 Seahorse</p>	 <p>18483 Anchor</p>	 <p>18484 Crab</p>	 <p>18485 Dolphin</p>	 <p>18486 Sea Turtle</p>
 <p>18487 Sanddollar</p>	 <p>18488 Palm Tree</p>	 <p>18489 Starfish</p>	 <p>18490 Scallop</p>	 <p>18491 Sailfish</p>	