

Seasonal Spruce Up: Packaging and Displays Help To Set The Stage



The holiday selling season is kicking off! With the beginning of a new season, it's always a good idea to examine your business and think about what could use a fresh look. Every little detail contributes to your customers' overall shopping experience, and you want to leave them with a good impression. Have you given a thought to your packaging and displays?

Having the most on-trend pieces and providing custom styles is only the beginning to holiday success. Don't forget about the finishing touches that add a little something extra. Let's dive into three types of products you can use to spruce up your customers' shopping experience ahead of the holidays.

Put the Focus on What's Trending

Are you showcasing the hottest trends with displays that show off their style effectively? We have a few new additions just in time for the holidays that will highlight your on-trend earrings, necklaces, and rings perfect for stacking.

Imagine your customer comes in wanting to build their perfect ear stack. The Magnetic Ear Stack Element ([61-9915:100020:T](https://www.61-9915-100020-T)) is the display for the job. Showcase your most on-trend studs and hoops by mixing and matching up to eight pieces, and then allow your customers to have fun moving pieces around until they create the stack they love! This display is available in

black, moon glow, or palladium.

The Brushed Leatherette Necklace/Pendant Stand ([61-9893:100001:T](#)) displays your most popular pieces for on-trend necklace layering. Available in black, moon glow, or palladium, this new display provides 10 slits to hold both chain and necklaces with pendants.

The Velvet Continuous Ring Tray with Kickstand ([61-9994:300001:T](#)) features a soft and smooth fabric – available in gray or pink – that stands out in your cases. It is the perfect complement for stylish rings you merchandise together to demonstrate stackable rings your customers simply must have.



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Package the Present Perfectly

Whether a gift or self-purchase, nothing complements the perfect piece quite like packaging that is either sleek and stylish or provides a pop of color. From boxes to pouches, explore our variety of new and bestselling packaging options.

Our new Luxe Leatherette Pouch with Pendant Pad ([61-0099:100003:T](#)) is a stylish way to keep chains and necklaces with pendants safe – even while travelling! Coming

in two different sizes, choose between black, ivory, navy, and paradiso colors. Your customers will want to hang onto this chic pouch long after the purchase has been made!

The ring box within our Eva Collection ([61-0007:600000:T](#)) features matching soft-suede material on both the interior and exterior. This modern option is perfect for those holiday proposals and comes in black, blue, burgundy, dove gray, gray, green, ivory, pink, lavender, and sea glass.

For a more traditional design, the velvet ring box in our Madison Collection ([61-0059:300000:T](#)) provides a classic, yet elevated option. Choose between navy, olive, rust, silver, and teal color options – each shines in that iconic Instagram ring photo.





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Wrap It All Up

With the piece ready to go out the door, don't forget the finishing touch: gift wrap. Totes, tissues, and wrapping paper are a great way to send your brand off with your customer as well as provide an additional service for a memorable experience. We are confident that this added touch will go a long way with your customers.

Our new Shimmer Paper Tote ([61-0096:100001:T](#)) can fit with any

brand during any season. This elevated and sophisticated tote gives a sense of luxury. With multiple sizes available in black, blue, and ivory, you can make every purchase feel like a special occasion.

Pair any neutral colored tote with a pop of color using sheets of tissue, such as our new Hunter Green Tissue ([61-9920:100000:T](#)). Its rich color and high quality will add the slightest touch of holiday spirit with class.

Finally, if you are looking for seasonal touches for this festive time of year, look no further than our Glistening Pine Gift Wrap ([61-0577:100000:T](#)). The holiday-themed pattern will fill your customers with the joy of the season, and they will be grateful for one less gift to wrap!





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Stock Up Now

Many of these new and popular packaging, display, and gift-wrapping solutions are currently in-stock. Receive everything you need to be successful this holiday season with rapid delivery and the highest quality customer service. Shop in-stock products today at Stuller.com or call 800-877-7777.