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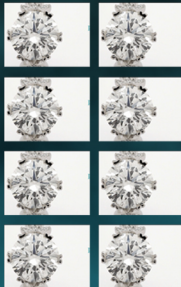


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high quality jewellery
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About 'Jewellery Australia Marketing' JAM

Our Marketing Services

Jeni Langanke - Sales and Marketing Director

After 5 years learning the trade, Jeni went on to lead creative teams in a number of Sydney advertising and marketing agencies before opening her own in the late 80's.

"I love to help new or struggling business grow to heights they only dreamed of. With the right offer, attitude and commitment any business can be successful"

Jeni has worked extensively with retail and wholesale jewellers over many years and achieved impressive results in a very competitive environment.

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About 'Jewels Australia'

For Conrad, whose family have been in the business for many years, jewellery has been a lifelong passion. Conrad learned how hard retail sales could be while employed by a leading national chain but quickly rose to the top. Frustrated with the poor quality of jewellery photography in the early 90's Conrad set about learning this skill and was one of the first to embrace the digital age.

Today Conrad is considered one of the best jewellery photographers in Australia and attracts a prestigious clientele.

Conrad Vanecek – Photography Director

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Niven R McArthur - Director - Merchandise & Marketing - Nationwide Jewellers

As the Director of Merchandise & Marketing for Australasia's largest group of independent retail jewellers a fundamental task for my team is the production of exclusive marketing material. The majority of our creative work is undertaken in-house. Jewellery is notoriously difficult to photograph and this is one aspect we leave to the professionals. The accurate portrayal of diamonds, fine coloured gemstones and the various precious metals is imperative if our catalogues are to succeed in today's competitive market place.

Jewels Australia are experts in both photography & marketing. The Jewels Australia team not only bring to our print marketing sensitivity & accuracy but their vast marketing experience ensures effective composition & high impact guaranteeing our retail members effective & exclusive marketing tools that shine in their market place.

Jewels Australia also assist a number of the group's Preferred Suppliers in bringing their product to market. It is not uncommon for an importer or manufacturer to be an expert in jewellery but to lack the skills to market their product to both retailers and consumers. Jewels Australia's marketing expertise effectively bridges the gap between Preferred Supplier & our retail members. Their skills help grow our business, help grow the business of our Preferred Suppliers & help lift the sales and profits of our retail members.

Heidi Plentinger FGAA DipDT - Gen. Mgr. Aust & New Zealand - Mark Milton Ltd

Working with Conrad & Jeni has given our company in Australia & New Zealand a leap forward in our industry. Conrad's photos compare to NO one else's and we have had wonderful comments from these images around the world. Proving to one of our suppliers you can sell from an image! With Jeni's input our ideas have taken shape and immediate responses have been generated. With the continuing relationship with Jewels Australia I am sure our business will continue to be recognised.

Arthur Pike - Sales & Marketing Director - Cashelle Jewellery Co Pty Ltd

Jewels Australia is a remarkable organisation, combining Photography, Graphics and Marketing under the one roof. The expertise of both Jeni and Conrad along with their highly trained and motivated staff, has produced exceptional material for our company. I cannot recommend them highly enough. If it is quality and innovation you are seeking, look no further than Jewels Australia.

Robert E Cliff FGAA JP - Robert Cliff Master Jewellers

Our company has had great pleasure in working together with Jeni Langanke now for 5 years. Jeni has always provided us with creative, innovative and prompt marketing and promotional ideas and layouts in any format that we have requested. She has co-ordinated with our advertising groups, printers and magazines to ensure all deadlines are met. Jeni has also ensured that any printing required has been offered to us at very competitive prices, excellent quality and service and on time. I would not hesitate in recommending Jeni Langanke and Jewels Australia for your creative productions, printing and marketing co-ordination.

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