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Romantic rings



Christian Bauer rings are known for their innovative design and high quality

CHRISTIAN BAUER

Jewellery dealers need a range of items to attract customers. Some of the most commonly sold products in jewellery stores are rings, often for a wedding or an engagement. The German enterprise Christian Bauer GmbH+Co. KG is the perfect choice for jewellery dealers. With an array of innovative, high quality rings to complement the tried and true models, Christian Bauer products add to the appeal of any precious items store.

The latest wedding ring collection at Christian Bauer combines timeless beauty with innovation. The bottom rim of the seemingly ordinary ring pulls out to reveal a band with a golden engraving. The lettering could be the wedding date, the name of the partner, or even contain a special message.

"Our edge comes from our high level of creativity when it comes to designing rings and developing trends," says Manfred Dornbusch, production manager. "We put together approximately 150 new creations every year. These models are tailored to meet the ever changing requests of clients throughout the

world. Our strategy is to pick up on and establish trends which are particularly suited to creating platinum wedding and anniversary rings. Through our plan, we have been able to develop a direct market with high name recognition." As a smaller company with a workforce of 75, Christian Bauer has an advantage because the minimal bureaucracy of a manageable business allows it to respond faster to new styles than other, larger firms can.

"We have our own designs, but we are also responsive to individual customer requests," comments Mr. Dornbusch. "We strive to work constructively with our clients so that all

of our partnerships are beneficial to both sides." Although there has been a general decline in the jewellery market in past years, Christian Bauer

has taken advantage of the slump by focussing more on producing platinum wedding and anniversary rings which are truly high in value. The



The new line of wedding rings features a rim which opens to reveal a special message engraved in gold

concentration on one segment has paid off, and Christian Bauer has become a market leader in the platinum ring sector. In fact, in contrast to sales of other jewellery materials, platinum ring sales went up in 2003.



Platinum rings have become quite popular with buyers in recent years

Engagement rings have recently made a comeback, and Christian Bauer headquarters in Welzheim sell 100 engagement rings per week on average. "A trend towards buying



Intricate tracery characterises many of the rings in the collection

higher priced rings has also returned," adds Mr. Dornbusch. The German ring manufacturers also launched an advertising campaign earlier in 2004 to present the new line of rings. The photos, which draw on the statement "For you, forever" embody the powerful emotions which a beautifully cut ring evokes in both the giver and the



Christian Bauer platinum wedding rings embody the phrase "For you, forever"

wearer. The resulting photos are appropriate for use in major magazines or at the point of sale in the stores. In addition to the rings themselves and the advertising campaign, Christian Bauer has developed an exceptional box for presenting the rings. The container, which is both functional and aesthetically pleasing, shows off the rings to their best advantage. The box has space for 25 pairs of rings, which can all be divided by colour, size, or cut. An

additional advantage is that the container looks attractive whether opened or closed. Reliability is as much a part of the development process at Christian Bauer as creativity. "We want customers to know they can always count on us," states Mr. Dornbusch. No matter what the situation is, the German ring company comes

through with an appropriate solution every time. Although Christian Bauer is based in Germany, 65% of the total turnover comes from export contracts. Principal markets include the USA, GB, the Netherlands, Japan, Switzerland, Norway, Denmark, Russia, France, Eastern-Europe and the near East. "We have been particularly successful in Japan," remarks

Mr. Dornbusch. Europe overall has also proven to be a profitable market for the enterprise. The jewellery manufacturer sells through partnerships with jewellery stores in various countries.

Christian Bauer founded the company which bears his name in 1880. Originally, the business manufactured silver jewellery, but over the years the concentration switched to gold and platinum rings. The enterprise has grown to include a subsidiary located in the United States. This branch is a sign that Christian Bauer is poised to gain a strong foothold in the American market. In order to spread the word in the US, Christian Bauer attended the Centurion Tucson, JCK Show Phoenix, and JCK Las Vegas trade fairs in



Christian Bauer presents about 150 new creations every year. Combining timeless beauty with elegance this diamond ring is a real eye-catcher

2004. In addition to these exhibitions, the company was represented at events in Tokyo, Switzerland, Moscow, Munich and Hong Kong. Christian Bauer has made a name for itself in the platinum wedding and anniversary ring market. "We want to increase our name recognition on the market," concludes Mr. Dornbusch. ■

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