



Retailer Support Programs

Ostbye

www.ostbye.com | 866.553.1515

Welcome to Ostbye!

Discover what's next at Ostbye - Complimentary marketing materials, new design updates, special offers, and digital tools & resources.

- Review **Thru the Store®** Marketing Tools in this brochure.
- Visit **Ostbye.com** and sign in. First-time login? Simply use your email on file and your account number as the password.
- Explore free marketing materials in **Retailer Sales Tools**.
- Subscribe** for Product Updates, Newsletters & Special Offers.
- Sign up** for new social media content via Text Message.
- Set your Ostbye.com mark-up in **My Account**.
- Build your own **OnlineJewelBox.com** page with your logo and pricing.
- Browse** our product collections.
- Call **866.553.1515** and say hello to our Customer Service team.

Connect With Us:



Ostbye

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866.553.1515



Collections

Forever Elegant® Bridal
Ostbye Bridal
The Diamond Marriage Symbol®
Fashion & Anniversary Rings
Wraps, Inserts & Stackable Bands

Pendants & Earrings
Shimmering Diamonds®
Sparkle Lane™
ecoBrilliance®
Men's Collection

INSTORE Magazine's 5th Best Performing Brand 2025



Recognized Industry Leader

RJO

Vendor of the Year

2007, 2008, 2010, 2011, 2012, 2013,
2014, 2015, 2016, 2017, 2018,
2020, 2023, 2024 & 2025

IJO

Supplier of the Year 2005

2nd Runner Up 2016 & 2023
1st Runner Up 2024 & 2025

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INSTORE MAGAZINE'S TOP 5 BEST PERFORMING BRANDS OF 2025

TOP 5



THANK YOU
We are grateful to be your trusted partner!

Ostbye



Core Values



Honest Day's Work

Caring • Dedicated • Passionate • Flexible



Relentless Growth

Customer • Individual • Company



Delivering Value

Quality • Understand Value of Reputation
Honesty & Integrity



Solution Centered

Team Players • Problem Solvers • Opportunistic



We Laugh At Ourselves

Fun • Sense of Humor • Outgoing

1

Introduction Meeting

- Your Story Starts Here
- Personalized Approach
- Our Commitment to Your Satisfaction
- Thru The Store



2

Store Focus Day

- Identify Your Needs
- Marketing Strategy For Brand Awareness
- Review Our Curated Product Offering
- Best Practices To Achieve High Stock Turn



3

Regular Seasonal Health Check-Up

- Showcase Evaluation/Inventory Analysis
- Product Update & Review
- Sales Training For Staff
- Marketing Assessment



4

Customer Service Interaction

- Weekly Replenishment Of Proven Best Sellers
- Special Orders/Custom Design
- Optimization Of Our Digital Offerings
- Marketing Requests & Support

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The Ostbye Process

Free Custom Design

CUSTOM DESIGN PROCESS

Designing Custom with Ostbye is as easy as
1 - 2 - 3 - from concept to completion.

1

SUBMIT YOUR DESIGN REQUEST

Complete the online form to start the process.
Within 24 hours, you'll receive a CAD rendering, access to our
interactive 3D CAD Viewer and your custom price.

2

PRESENT THE DESIGN

Use our Interactive 3D CAD Viewer to bring the design to life.
You and your customer can:

- Rotate the piece to view every angle
- Zoom in to inspect fine details
- Instantly preview different metal colors

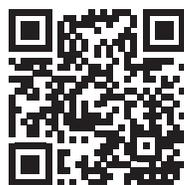
3

APPROVE & PRODUCE

Once the design is approved, your custom piece goes into
production and ships within 15 business days.



Login



Scan For
Online Form

Ostbye

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PLEASE NOTE:

Gold or platinum with diamond, precious or semi-precious jewelry only.
Unique stones or items being matched to another piece may take longer.

Sign up for daily texts or a weekly email to receive ready-to-use social media content for your store.

Please share access with your social media manager.

Sign Up For Weekly Emails



Sign Up For Daily Texts



Ostbye

Socially Ostbye!

How to receive our Social Media posts

1. Sign up for our Social Media text service by clicking [here](#).
2. Receive our weekly Social Media emails by clicking [here](#).

Video content of the week

Happy Thanksgiving! 🍂
Wishing you a day wrapped in love, gratitude, and time with the people who matter most.

OP22A207E, OP22A207N, OP22A207A, OP22A207M, OP22A207U, OP22A207L, P0A04D

Make her heart shimmer with the Blistering Diamonds™ set, where the jewelry shines with every movement. :)

SD2SP10, SD2SE10

A fresh way to style your diamond studs. Watch as our earring jackets turn a classic 1-carat stud into a statement.

OE15A02

Photo content of the week

Flusion-set studs shine maximum brilliance, perfect for holiday gifting.

DEMPS00, DEMPS0, DEMPS2

Cherish the season! 🎁 Stop by and let us help you find the perfect gifts for your loved ones.

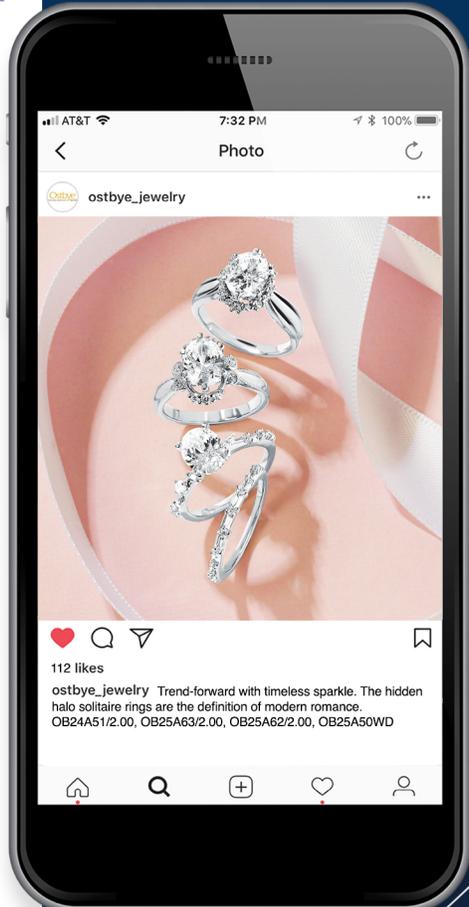
DE25A03, OP25A34, OP25A20, OF25A17-11C, OF25A03, OF25A25, OF25A20R, OF25A25R, OF25A48R, OF25A45/25, OF25A12

Oval gemstones that glow in every color.

OF25A44AM, OF25A44E, OF25A44CA, OF25A44CAD, OF25A44CE, OF25A44C, OF25A44B, OF25A44C, OF25A44NW, OF25A44G, OF25A44CP, OF25A44PE

Mix, match, and frame your engagement ring with our wraps and inserts.

OW25A51, OW25A35, EB25B40/2.00



Socially Ostbye

Lifetime

TRADE-UP PROGRAM

Connect with us to learn more about our
Qualifying Programs.

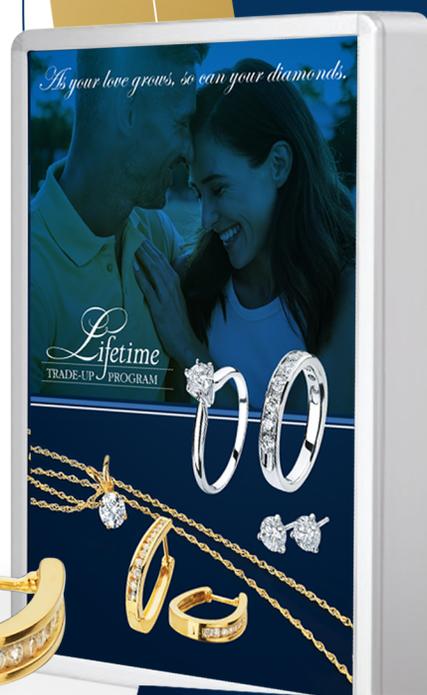
Diamond Anniversary Bands

**Round & Princess Diamond Solitaire
Earrings, Pendants & Rings**

**Diamond Channel Round
& Oval Hoop Earrings**

Diamond Marriage Symbol®

Christian Marriage Symbol®



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Wedding Band Event Program

WHAT YOU RECEIVE

90

Wedding Bands
Professionally Displayed & Ready To Present

13

Thirteen-Piece Iconic Diamond Marriage
Symbol Display

14

Fourteen-Piece Anniversary Band Display

PLUS...

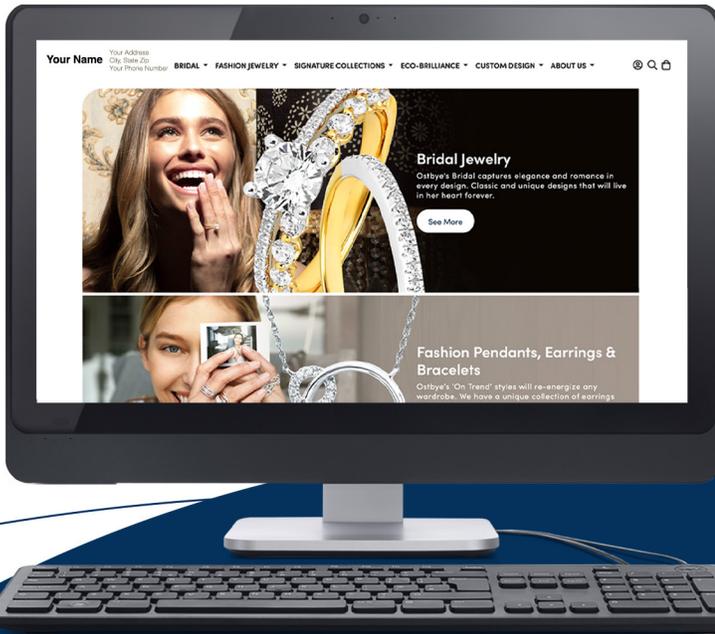
The Ostbye Wedding Band Event Execution
Guide to help you plan your successful event.

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The Power of

Ostbye.com

Marketing Support Materials
AND MUCH MORE...



Online Jewel Box Home Page

Retailer Tools

Download Hi Res product images, social media content and marketing artwork directly.

Downloadable Price List

Download a current Price List of all items purchased

View "In-Stock" Status

Track Edge Data

Including Products on Order, On-Hand and Out-Of-Stock Fast Sellers

Online Jewel Box

Customize With Your Logo and store information & your pricing!

- Dedicated web address that is uniquely yours.
- No login or password required.
- You choose pricing mark-up.
- Customer requests come to your email.

Ostbye Fast Seller Auto Replenishment Program

**Increase
Sales!**

**Hands
Free!**

**FREE
2nd Day
UPS!**

Keep your best-selling inventory in stock at all times with our auto replenishment program!

Our Pilot Program

Witnessed a 55% increase in sales in the last rolling 12 months by consistently reordering Fast Sellers.

How It Works

Ostbye automatically replenishes fast-selling items that have sold.

What Is a Fast Seller?

Any item sold within 365 days of arriving in store.

Contact Ostbye today to get started!

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LIFETIME TRADE-UP PROGRAM
FREE CUSTOM DESIGN
WEDDING BAND EVENT PROGRAM
RJC CERTIFIED
AUTO-REPLENISHMENT PROGRAM
DAILY SOCIAL MEDIA PROGRAM
RETAILER SALES TOOLS
ONLINEJEWELBOX.COM
EDGE INTEGRATION
IN-CASE DISPLAYS
TERM PACKAGES
THE POWER OF OSTBYE.COM
AND MUCH MORE...

The Ostbye Guarantee:
If you don't sell it, we will exchange it.™



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