

Press Release

elumeo: innovative just-in-time production in Asia

"Creation" – Juwelo TV and Rocks and Co offer customers tailor-made gemstone jewellery

Berlin, 29 August 2014 – With the introduction of "Creation", two subsidiaries of elumeo SE – Juwelo TV Deutschland GmbH (Berlin, Germany) and Rocks and Co Productions Limited (Leamington Spa/Warwick, UK) – have launched a service that allows customers throughout Europe to co-design specific items from the company's jewellery range according to their personal taste. elumeo has thus become one of the first companies in the jewellery industry to pursue a mass-customisation approach centred around large volumes.

This is made possible by the fully integrated process chain between the Group-owned production facility in Chanthaburi, Thailand, and the two sales companies in Europe. Customised orders are passed on to the production unit in Thailand via an application programming interface (API). Following production and dispatch, the jewellery can generally be delivered to customers within two to three weeks of order placement.

elumeo's streamlined process chain, encompassing production in Asia and delivery in Europe, is to be seen as a new industry benchmark as regards speed and flexibility. In addition to facilitating customised production, the pioneering system deployed by elumeo has also allowed the company to reduce the average manufacturing cycle of its standard range by more than 15% to around five weeks. In doing so, the elumeo Group has succeeded in further cementing its position as a cost leader in the gemstone jewellery market.

237 words und 1,590 items

About elumeo SE:

Based in Berlin, the elumeo Group is one of Europe's leading manufacturers and distributors of high-quality jewellery. Operating through a range of sales channels in the areas of e-commerce and smart broadcasting, the company offers customers throughout Europe coloured gemstone jewellery at affordable prices. Its business model is based solely on direct selling.

The range offered by the elumeo Group includes pieces of jewellery featuring a variety of gemstones. In addition, the Berlin-based company has established its own premium brand by the name of AMAYANI, which is targeted at the high-end market for coloured gemstone jewellery.

The companies operating in the elumeo Group were founded in Berlin and Chanthaburi/Thailand in 2008 and subsequently achieved considerable growth. In 2014, the separate entities were formally brought together as elumeo SE. The elumeo Group employs more than 1,100 people worldwide at six sites around the globe. In 2014, the Group is expected to generate sales revenue of around €70 million. Alongside elumeo SE, Berlin, Germany, the Group includes, among others, the subsidiaries Juwelo TV Deutschland GmbH, Berlin, Germany, Juwelo Italia s.r.l, Rome, Italy, Rocks and Co Productions Limited, Leamington Spa/Warwick, United Kingdom, PWK Limited, Chanthaburi and Bangkok, Thailand, as well as Silverline Distribution Limited, Hong Kong, China.

The elumeo Group operates online shops in Germany, the United Kingdom, France, the Netherlands and Spain, in addition to serving the global market via New York Gemstones.

elumeo

For additional information, please refer to the respective websites: <http://www.elumeo.com>,
<http://www.juwelo.de>, <http://www.amayani.de>, <http://www.rocksandco.com>, <http://www.juwelo.it>,
<http://www.juwelo.fr>, <http://www.juwelo.nl>, <http://www.juwelo.es> and <http://newyorkgemstones.com>.

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