

# SJTA

THE ATLANTA JEWELRY SHOW®

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## BEST IN SHOW: TROLLBEADS/LUND TRADING WINS AUGUST '08 ATLANTA JEWELRY SHOW BEST BOOTH COMPETITION

**ATLANTA (August 29, 2008)** — Trollbeads/Lund Trading was honored with the Best Booth Award during the August 9-11, 2008 Atlanta Jewelry Show. Recognizing the one company that led the way in terms of creativity, lighting, display skills and overall booth design, the award was presented on Sunday, August 10, 2008.

A panel of industry judges canvassed the show floor on opening day to choose the company that best met the competition criteria. As contest winners, Trollbeads/Lund Trading was recognized with a special plaque prominently placed for passing retailers to see.

“We salute the Trollbeads/Lund Trading team for their outstanding display effort,” said Carol Young, executive director, Southern Jewelry Travelers Association (SJTA), producers of the Atlanta Jewelry Show. “Creative, effective designs like this one certainly contribute to the overall professionalism of the show floor. More importantly, this booth is a perfect example of how the combination of creative merchandising techniques and product can truly work together to attract attention and generate sales.”



Sleek, clean booth design came together with creative displays to tell the fascinating Trollbeads back story. Each interchangeable bead has its own history and is inspired by mythology, astrology, fairy tales, cultural diversity and everyday life. From product merchandising to an eye-catching corner video display that described the line and highlighted the different meanings behind the beads, this booth clearly communicated key sales messages. **Pictured Right (L-R):** Libby Brown, assistant executive director, SJTA; Stephanie Mullinix, sales support and show coordinator, Trollbeads/Lund Trading; Alan Strott, director of operations, Trollbeads/Lund Trading; Carol Young, executive director, SJTA.

The Best in Show Booth Prize is awarded during each Atlanta Jewelry Show and the next one will be given out during the February 28-March 2, 2009 edition. Headquartered in Atlanta, GA, the Southern Jewelry Travelers Association is the nation's oldest association for independent jewelry representatives and the official sponsor and producer of the Atlanta Jewelry Show. For more information, write to SJTA at 4 Executive Park Drive, Suite 1202, Atlanta, GA 30329. Phone: 1.800.241.0399 or 404.634.3434. Fax: 404.634.4663. Email: info@atlantajewelrysthew.com. Website: www.atlantajewelrysthew.com

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