



JAMES O. POAG JEWELLERS

Established 1959
Poag's

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FOR IMMEDIATE RELEASE

SHOPPING ONLINE JUST GOT PERSONAL

If you had talked to Jim Poag of James O. Poag Jewellers a year ago, he would have discouraged you from shopping online for diamonds like many other gemologists. Frustrated at the lack of professionalism and client education with the existing online shopping capability, Poag's had no plans of making the move to selling diamonds online. That was until Thorogood Communications proposed their new Online Shopping Experience (OSE), a grouping of online shopping technology that would make it possible to have personal online jewellery appointments.

"We see it all the time as people purchase diamonds online based on rating and are consistently disappointed in the quality and beauty of their diamonds. Unlike comparing appliance features online, there are too many minute factors besides clarity and colour rating that determine the beauty of a diamond. Speaking with a gemologist helps ensure you are able to find the best possible diamond within your price range. The new OSE technology makes it possible for us as gemologists to provide personal jewellery appointments, show the difference in various diamonds and do it at a time that is most convenient to our clients." says Jim Poag.

Thorogood Communications released the technology at the end of last month and immediately Poag's implemented the new service. They first introduced it to jewellery industry experts and educators at the beginning of this month. With rave reviews, the experts agree that it accomplishes what other online shopping has been unable to provide. The expertise of qualified gemologists married with the capabilities of this technology, provides clients with valuable information that is necessary to make an informed decision when purchasing diamonds.

"As a provider of educational courses for professional personal property appraisers, I impress upon students the importance of gaining product knowledge. I was thoroughly impressed with the demonstration. There is tremendous benefit to the consumer in being able to understand issues relating to brilliance, fire and sparkle of a diamond." David J. Maloney, Jr., AOA CM, Appraisal Course Associates

The gemologists from Poag's are fabulous at explaining the important aspects of diamond and jewellery purchasing. For the first time ever, shoppers can actually get to know their diamonds while they are online and be confident in their decision before buying. They can experience the brilliance of their favourite diamonds and easily select the ones that will put that perfect sparkle in the eyes of the one they love.

High powered microscopes show every subtly of the diamonds, making inclusions, scratches and even polish lines visible to the naked eye. Poag's gemologists take the time to point each of them out in real time and

explain the effects of each on the quality of the diamond.

Shoppers also have the opportunity to view the diamond's ability to reflect light. In the diamond Beauty Evaluator, two diamonds are compared side by side as their brilliance and sparkle are evaluated as light is shone through them. If there was any doubt about a diamond's brilliance before, this little test makes the diamond's beauty obvious. Side by side, you can scientifically compare the beauty and performance of the diamond.

If the perfect diamond requires the perfect ring, Poag's gemologist helps select from a wide variety of rings. The selected rings are viewed full screen from every angle and finally with the diamond mounted right into the ring of choice. Once a diamond and/or ring have been purchased, the full diamond package, its appraisal and/or diamond grading reports, polished ring and accessories are all shipped direct to the customer by insured courier.

The simplicity of the OSE is amazing. Shoppers don't require any specific equipment other than a high speed connection and a phone. After registering online, they log into their personal appointment site where they will see the gemologist, as they speak to them on the phone. This incredible experience allows clients the flexibility to speak to a gemologist when it suits their schedule.

"At Poag's, I requested an appointment that fit my schedule and was able to get the undivided attention of one of our area's most highly trained gemologists right from the convenience of my home computer. Not only was I trained in what to look for in a diamond, Poag's was able to show me actual diamonds via webcam. I have seen no other online jeweler do that. Every other online vendor simply shows a generic picture of the shape of diamond they are offering, not the actual diamond itself." Paul - Rochester, NY

The OSE technology can currently only be enjoyed at www.poags.com and Poag's is pleased to be the exclusive provider for now however, Thorogood Communications and Poag's expect that soon this technology will be available through other jewellers as well.

"The benefits to the consumer are enormous and we feel that the OSE will bring new accountability to the online jewellery shopping industry and empower consumers with the knowledge necessary to make informed jewellery buying decisions.", says Ruth Thorogood, CEO Thorogood Communications

Established in 1959, **James O. Poag Jewellers** has become known for product quality, wide selection of product and knowledgeable staff. Their jewellery inventories feature jewellery from five dollars to tens of thousands of dollars with guaranteed lowest diamond prices. The reason for their success is simple, they treat their customers with honesty and integrity, the way they would like to be treated.

Thorogood Communications is an innovative marketing company that has been producing hard working creative solutions for over a decade. What makes TC different is their love for compelling design and drive to find new technologies and products that help to elevate their clients beyond the competition.

If you would like more information please call Ruth at 519-245-7645.
To book a demo of the OSE please contact Jim Poag at 519-245-7645 or james@poags.com