

Berns

FROM THE HEART OF EUROPE



DESIGN  
BEAUTY  
FEELING  
HARMONY  
INSPIRATION  
UNIQUENESS





## OUR MISSION

Our personal mission is to bring uniquely designed fashion products to life, for inspiration and emotional engagement in complete harmony.

We believe our quality jewelry and gifts are more than just products. They are sentiments embodied, unforgettable moments and memories everlasting.

In them, soul and matter are intertwined perfectly. Their finest details are designed to bring human relationships, individual styles, and self-confidence to perfection.



BERNADETT SZURCSIK  
CEO



SÁNDOR VARGA  
MANAGING PARTNER



# A PIECE OF OUR HEART



LIFE CHANCE  
SELF-CONFIDENCE  
HUMILITY **PASSION** RADIANCE  
GOALS PERSEVERANCE **ROMANCE**  
DREAMS NATURE LOVE ATTRACTION  
**TRUST PRECISION** ACCURACY  
STYLE HOPE FEELING TOGETHERNESS  
ORIGINALITY DESTINY INTUITION  
**CREATIVITY** UNIQUENESS  
HAPPINESS ATTENTION  
FAMILY  
TRADITION  
DURABILITY  
FAITH





## 4+1 SECRETS OF BERNS

There is a simple secret behind the success of Berns jewelry and gifts. We always give our craftsmen the highest quality raw materials and with great precision, they create the collections envisaged by our designers and inspired by emotions.

- PREMIUM RAW MATERIALS
- CREATIVE DESIGN AND STYLING
- PROFESSIONAL HANDMAKING FROM THE HEART OF EUROPE
- NEW COLLECTIONS EVERY SEASON AND OCCASSION
- + A PIECE OF OUR HEART IN EACH PRODUCT



OUR PRODUCTS HAVE SOULS  
THEIR BEAUTY, AS LADIES' BEAUTY, COMES FROM THE HEART





*Berns*

JEWELRY

GIFTS

WRITING  
INSTRUMENTS  
ACCESSORIES



# JEWELRY



**STAINLESS  
STEEL**

**IP & PVD  
GOLD**

**IP & PVD  
ROSE GOLD**

# GIFTS



**CHROME**

**STAINLESS  
STEEL**

**IP & PVD  
GOLD**

**IP & PVD  
ROSE GOLD**



# ACCESSORIES



**CHROME**

**STAINLESS  
STEEL**

**IP & PVD  
GOLD**

**IP & PVD  
ROSE GOLD**

# WRITING INSTRUMENTS



**CHROME**

**STAINLESS  
STEEL**

**IP & PVD  
GOLD**

**IP & PVD  
ROSE GOLD**



*Berns*

FROM THE HEART  
OF EUROPE





EARRINGS  
NECKLACES  
PENDANTS  
BRACELETS  
RINGS  
COLLECTABLE COLLECTIONS  
SETS

GLASS SETS  
HOME DECOR  
JEWELRY BOXES  
MEDICINE ORGANIZERS  
BOOKMARKS  
CAKE SERVER SETS  
PROMOTIONAL GIFT ITEMS



KEYCHAINS  
EVENING BAGS  
MOBILE ACCESSORIES  
CUFF LINKS  
EYEGlass HOLDER NECKLACES

PENS  
PEN CASES  
PENCILS  
BUSINESS CARD HOLDERS  
LETTER OPENER SETS  
USB-S



# PREMIUM PACKAGING



## DECORATIVE BOXES

We designed stylish and practical decorative boxes for our jewelry and gift items. Thus, elegant decorative packaging befitting the brand can be offered to customers. This also increases customer satisfaction, strengthens the brand and acts as a hallmark of originality.

## GIFT BAGS

Besides the elegant decorative boxes, our gift bags are another pillar of quality service to customers. Our premium packaging accessories available in 2 sizes are excellent choices for enhancing the surprise element and experience of receiving gifts.



# SALES CONCEPTIONS SHOWCASES & DISPLAYS



## EXCLUSIVE ISLAND

WITH POWER LED & REMOTE LOCK

Exclusive islands designed for the busy corridors of shopping centers are an ideal solution for effective jewelry and gifts sales.

Exclusive island sizes:

- S** - 508\*300 cm = 15,24 m<sup>2</sup>
- M** - 508\*330 cm = 16,76 m<sup>2</sup>
- L** - 548\*360 cm = 19,75 m<sup>2</sup>
- XL** - 588\*360 cm = 21,18 m<sup>2</sup>

## SHOP IN SHOP

WITH POWER LED

With the shop-in-shop trade concept, the Berns brand appears along with several bigger brands in a store with a larger area. The shop-in-shop model helps a store diversify its offer by representative quality, while the shop assistants can sell our products with great efficiency in a well-established place on a small area.

Our shop-in-shop showcase is available in various sizes: 2.4 m \* 2.1 m



# Berns



## DOUBLE SHOWCASE

WITH POWER LED

Size:  
84\*42\*200 cm



## SHOWCASE COUNTER

WITH POWER LED

Size:  
120\*50\*105 cm

## DISPLAYS

WITH PRACTICAL DESIGN

Displays are available in  
various sizes and formats.

# SALES CONCEPTIONS BRANDED MARKETING TOOLS

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IF YOU WANT THE BEST  
CHOOSE THE ORIGINAL



*Berns*



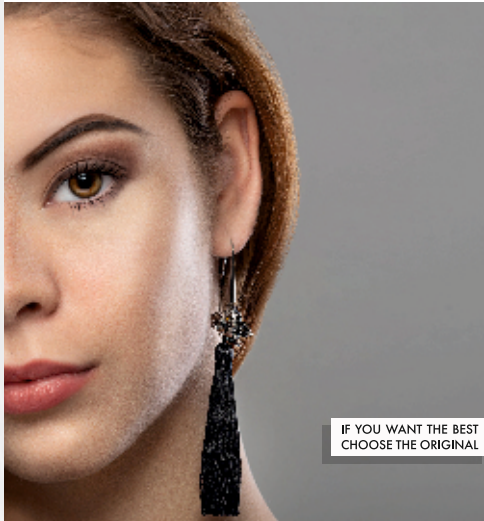
IF YOU WANT THE BEST  
CHOOSE THE ORIGINAL





# Berns

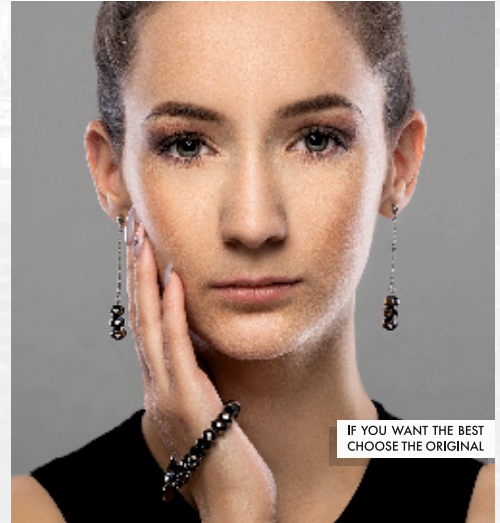
## Berns



IF YOU WANT THE BEST  
CHOOSE THE ORIGINAL



## Berns



IF YOU WANT THE BEST  
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# INTERNATIONAL BUSINESS MODEL

## MARKETING TOOLS

- Creative materials
- Brand elements
- Campaign plans
- Exhibitions

## ONGOING TRAININGS

- Product knowledge
- Product placements
- New Trend
- Sales & Know-How

## BUSINESS BACKOFFICE

- Dedicated contacts
- Online order management
- Worldwide logistics

## SHOWCASES & DISPLAYS







## CREATIVE MATERIALS DESIGN

- Unique design
- Clean lines
- Durability
- OEM Production



## QUALITY BRAND MATERIALS

- Original Swarovski® crystals & crystal pearls
- Antiallergic medical stainless steel
- High quality materials
- Genuine leather & mink



## HAND-MADE CUSTOM PRODUCTS

- Selected qualified professionals
- Manual manufacturing
- Multiple controls
- Made in EU



## CONTINUOUS DEVELOPMENT, INNOVATION

- Innovative use of materials
- Manufacturing technology innovation
- Trend-oriented product development
- New collections every month

**SIMPLICITY - FAST RETURN  
GREAT PROFIT**



**HAND IN HAND**



# Berns

## WIN WITH US!

- Ⓑ EUROPEAN QUALITY
- Ⓑ THOUSANDS OF ITEMS
- Ⓑ IDEAS FOR EVERY HOLIDAY
- Ⓑ OUTSTANDING VALUE FOR MONEY
- Ⓑ HIGH PROFIT
- Ⓑ TURNKEY BUSINESS
- Ⓑ REFINED STANDARD BRAND
- Ⓑ PROMOTIONAL BUSINESS OPPORTUNITIES
- Ⓑ QUICK DELIVERY
- Ⓑ OEM PRODUCTIONS

QUICK BUSINESS



INFORMATION

YOUR DISTRIBUTOR:



[WWW.BERNS.EU.COM](http://WWW.BERNS.EU.COM)