

Rudells Celebrate Again!

Submitted by: Rudells

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Rudell the Jewellers are extremely proud to announce that two members of their sales team are celebrating, after gaining the internationally renowned Professional Jeweller's Diploma from the National Association of Goldsmiths. Mel Ricks and Daniel Johnson, both based in the Wolverhampton showroom, have spent the last two years studying the distance learning course and are now recognised by the Association as Professional Jewellers and may use the letters PJ Dip. after their names.

Both staff said they were thrilled to have passed the course and worked extremely hard to study in their spare time to ensure they achieved the qualification, which consisted of 8 written assignments and a day at an examination centre, where both written and practical examinations were undertaken. They are already putting their knowledge to good use to ensure they are offering their customers the fantastic levels of customer service that has become synonymous with Rudells.

The Diploma is split into two parts, JET (Jewellery Education Training) 1 & 2. It is a nationally recognised professional qualification for jewellers, aimed at enhancing customer service, increasing consumer confidence and providing essential product knowledge. Subjects covered in the course range from the explanation of how a watch works, to gemstone families and the history of hallmarking.

The chief executive of the National Association of goldsmiths said, "I applaud both Mel and Daniel on their achievement and for their commitment to excellent customer service. Customers don't always know who to trust when buying jewellery, but by asking if the person serving has the Professional Jeweller's Diploma, they know that they will get the right advice, information and support."

Jon Weston, Managing Director of Rudells commented, "I am thrilled and extremely proud of both Mel and Dan for achieving this professional qualification. At Rudells we encourage and sponsor our staff to complete a range of industry qualifications and I look forward to seeing how they both do at the next level."

Rudell the Jewellers have showrooms in Wolverhampton and Harborne, Birmingham and are celebrating 75 years of Quality, Service and Value. Rudells is a destination store for people of the Midlands and have built up a reputation for their fine jewellery, antique silver and choice of over 20 different watch brands. Mel and Daniel will officially receive their diploma at a prestigious award ceremony to be held at Goldsmith's Hall, London in March.

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Rudell the Jewellers (<http://www.rudells.com/contact-us.php>) showrooms are based in Wolverhampton and Harborne, Birmingham; they are renowned for the finest quality jewellery and customer service in the Midlands since 1938.

Note: For PR enquiries please contact dan@rudells.com or 01902 423308.

Please note board directors for reference: Jon Weston - Managing Director, and Sioux Jones - Director.