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Ecommerce Developments

W.R. Cobb launches mobile app for jewelers

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East Providence, R.I.--WRCobbOnline has launched a customizable branded mobile platform for jewelers in its network of more than 3,000 retail jewelry locations.

The company notes that 42 percent of American adults now use smart phones, mobile technology is an ever more critical part of commerce and that consumers now use their smart phones and tablet devices like iPads for an increasing amount of shopping and buying.

"The adoption of technology and growth of jewelry shopping and sales online via smart phone and tablets is increasing at a record pace," said Roderick Lichtenfels, CEO of W.R. Cobb Company, parent company to WRCobbOnline.com division.

"As anyone who has gone out to price their own mobile application knows, the cost is high, timeline long and functionality can often be disappointing," adds Jay Gerber, vice president of sales and marketing for WRCobbOnline. "We have created a customizable mobile solution for each retailer--it has high functionality and high usability."

For retailers, the mobile web app will be included in all gold packages. Silver and configurator customers can get the app by upgrading to the gold package, or can add the app to their program for an additional monthly fee of \$30. Promesa packages are not eligible for the app, and subscribers will have to upgrade for app access.

W.R. Cobb is an American manufacturer offering jewelry findings, castings and precious metals with offices in Ireland, England, Vietnam, Thailand, India and Hong Kong, among others. WRCobbOnline, the interactive division of W.R. Cobb Company, was created in 2006 to provide retail jewelers with the solutions to compete with large Internet jewelry sellers.

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