

The Covenant Ring



- *Reproductions of Designer Classics*
- *Made in the same manner as Gold and Platinum jewelry*
- *Hand-set stones and hand-polished castings*
- *Featuring genuine Cubic Zirconia & Austrian Crystal*
- *Genuine Opal, Onyx and so much more!*
- *Unconditional Lifetime Guarantee*
- *Styles for Women, Men & Children*

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THE RING MAN®

THE COVENANT

Welcome to the Ringworld of R.S. Covenant

Ask any jeweler and he'll tell you, "Rings are the best category in my store". Yet most jewelers, jewelry departments and stores that cater to fashion jewelry do little, if anything, with finely crafted, inexpensive non-gold rings. Why? The reason is not the product. Moderately priced rings have always been popular. The problem lies with the manufacturers and wholesalers who sell these rings and fail to provide the marketing tools that are necessary for successful retailing.

Over the past 45 years, R.S. Covenant has developed the tools that allow any retailer, even jewelers, to sell rings successfully. Knowing the problems our customers will encounter, we minimize them by focusing on profits. Presentation, quality, price, inventory control, selection and customer service are the keys.

Presentation: Very simply put, we offer the finest selection of displays in the industry. They are designed and built by Covenant to maintain the integrity of your presentation and generate sales on your behalf. In many cases, displays can be built to match a customer's store and even signed with the store's logo. Our displays look great in your store, and more importantly, they sell product. And, dare I say it, they are free.

Quality/Price: Our mission statement has always been, to provide the finest product possible at the best possible price. You won't find a better ring for less and that's a promise. Everything we sell is backed by our Unconditional Guarantee. If our product develops a defect of any kind, it can be returned, and replaced, at no charge.

Inventory control: This is the downfall of other fashion ring programs. Sales are lost if the product is not in stock and returns are small if too much is invested in inventory. Covenant is geared to handle small periodic re-orders. By re-ordering regularly, a store can be in stock without being over-stocked. We ship complete orders and we ship them fast.

Selection: We realize that all retailers are different. That's why we offer a broad selection of styles and programs. Each program is tailored for different consumer's tastes and retail traffic levels.

Customer Service: Could anything be more important to a company's success? We don't think so. That's why we will do just about anything to satisfy a customer. Just ask.

R.S. Covenant is The Ring Man®. We know that if our customers make money, we will be successful. Therefore, our goal is to help you, our customer, make more profit. For more than four decades thousands of stores across the United States have enjoyed the benefits of our highly profitable merchandising programs. **Share the success.**

Welcome to the Ring World of R.S. Covenant. Where fantasy and reality become one.



Hardwood Displays

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THE RING MAN®

HARDWOOD DISPLAY SERIES

Beautifully Styled and Quality Crafted Displays

Our solid hardwood displays were designed to allow each individual style to be featured separately in a most unique manner. Different levels are clustered together to form a truly elegant presentation. The result closely resembles a large city skyline.

Quality displays are expensive, as you undoubtedly know. Walnut, Oak and Maple have been the preferred choice of furniture builders for centuries because of their handsome appearance and durability. While costly, our hardwood displays have proven to be worth the effort and expense. Our customers have enjoyed tremendous success using this format for over 45 years. Like all Covenant displays they are free, shipped to you "on memorandum" at no charge.

Our hardwood displays are available in five (5) sizes, 12, 24, 48, 60 & 96 styles. Space requirements are minimal, requiring only 5", 8-1/2", 10-1/2" or 15" of counter-space. These handsome fixtures also contain a unique stacking feature that allows you to set a smaller unit on top of a larger unit. No tools are needed, simply place the smaller unit on top of a larger one and give it a little push.

Security is a factor with any jewelry display. All Covenant displays are pilfer-proof, being sealed at our plant before shipping. While preventing theft, this feature also protects the integrity of the presentation by not allowing store personnel into the display, which eliminates the possibility of removing rings and destroying its attractive appearance.

***Since displays are setup with customer's retail price, please provide your desired markup with order.**

R.S. COVENANT GIVES YOU A CHOICE

**DISTINCTIVE HARDWOOD DISPLAYS
SHOWCASE FROM 12 TO 96 RING STYLES
CUSTOMIZED WITH YOUR LOGO**

**FASHION RINGS FOR WOMEN,
MEN AND CHILDREN IN STERLING
SILVER OR 18K GOLD ELECTROPLATE**

**SELLING RINGS IS EASY
OUR DISPLAYS DO ALL THE WORK!**



MAPLE



WALNUT



OAK

**PRYAMID AND GRAPHIC DISPLAYS
ARE AVAILABLE IN BLACK ACRYLIC**

R.S COVENANT, INC.

O'FALLON, MO

800-835-8997

Specialty Displays



RS COVENANT

THE RING MAN®

The Ninety-Six

R.S. COVENANT



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THE RING MAN'S

96-RING DISPLAY PROGRAMS

Presenting the Grandmother of all ring fixtures! Lovingly referred to as Big Bertha and our new LED Ray of Sunshine, this display features 96 styles in a most attractive manner. Divided into 4 sections, each of which displays 24 rings, this display really does the job. Depending on your preference, it is available in either a Pyramid or an Octagon shape, and we can build it in the hardwood of your choice.

***This display is 15" square and 18" tall**

***Either fixture is available in Walnut, Maple or White Oak**

96-L	Traditional Ladies' Rings
	Classic style rings priced to retail from \$11.00 to \$46.00

96-L	96 Styles;	672 Total Pieces;
Cost	\$7,665.00	Retail \$15,330.00

96-M	Men's and Women's Ring Unit
	Our best selling 24 Men's and 72 Women's styles.
	Retails from \$12.00 to \$37.00

96-M	96 Styles;	672 Total Pieces;
Cost	\$7,724.50	Retail \$15,449.00

Programs are priced with 7 pieces of each style. To determine the cost of a program using a different number of pieces simply divide the cost by 7 and multiply that answer by the number of pieces desired. For example: 10 pieces: $\$3515.75 \div 7 = 502.25 \times 10 = \$5,022.50$

Covenant will not sell a program with fewer than 6 pieces per style.

THE RING MAN[®] 

June 2025 (R)

The Sixty

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60 STYLE RING PROGRAMS

This elegant display requires less than one square foot of space, and packs a real retail wallop. The display is absolutely stunning! Put it to work for you.

***This display is 10 ½” square and 15” tall**

The 60-Ring display is also available in a design that sections off 15 styles and allows one to distinctively feature individual groups of styles. This would make it possible to feature 15 Men’s rings on a Ladies Fashion ring display and still maintain the integrity of the presentation.

***This display is 13” square and 16” tall**

***Either fixture is available in Walnut, Maple or White Oak**

60-L	Traditional Ladies’ Rings Classic style rings priced to retail from \$12.00 to \$35.00
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60-L	60 Styles;	420 Total Pieces;
Cost	\$4,812.50	Retail \$9,625.00

60-M	Men’s and Women’s Ring Unit Our best selling Men’s and Women’s styles. Retails from \$12.00 to \$36.00
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60-M	60 Styles;	420 Total Pieces;
Cost	\$5,190.50	Retail \$10,381.00

Programs are priced with 7 pieces of each style. To determine the cost of a program using a different number of pieces simply divide the cost by 7 and multiply that answer by the number of pieces desired. For example: 10 pieces: $\$4,812.50/7 = 687.50 \times 10 = \$6,875.00$
Covenant will not sell a program with fewer than 6 pieces per style.

The Forty-Eight

ROSCOVENANT



WOMEN'S FASHION RINGS
EXHIBIT
THE LATEST
FASHIONS IN BOTH CONTEMPORARY AND
TRADITIONAL STYLES
ASK OUR CLERK FOR ASSISTANCE

THE RING MAN®

48 STYLE RING PROGRAMS

For maximum sales in a minimum amount of space you will find it hard to beat our 48 Style Programs. If you measure sales by square foot, you will find this program near the top of your list. Occupying just under a square foot of space, this program will provide a powerful impact on sales. If you are a progressive retailer with a medium to high traffic volume, and are seriously looking to increase your bottom line, this program is for you.

***This display is 10 ½” square and 15” tall**

The 48-Ring display is also available in a design that sections off 12 styles and allows one to distinctively feature individual groups of styles. This would make it possible to feature 12 Sterling Silver rings on a Fashion ring display and still maintain the integrity of the presentation.

***This display is 13” square and 16” tall**

***Either fixture is available in Walnut, Maple or White Oak**

48-L	Traditional Ladies’ Rings
	Classic style rings priced to retail from \$12.00 to \$35.00

48-L	48 Styles;	336 Total Pieces;
Cost	\$3,860.50	Retail \$7,721.00

48-M	Men’s (12) and Women’s (36) Ring Unit
	Our best selling Men’s and Women’s styles. Retails from \$12.00 to \$39.00

48-M	48 Styles;	336 Total Pieces;
Cost	\$4,007.50	Retail \$8,015.00

Programs are priced with 7 pieces of each style. To determine the cost of a program using a different number of pieces simply divide the cost by 7 and multiply that answer by the number of pieces desired. For example: 10 pieces: $3515.75/7 = 502.25 \times 10 = \$5,022.50$
Covenant will not sell a program with fewer than 6 pieces per style.

Twenty-Four

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THE RING MAN®

24 STYLE RING PROGRAMS

In a word our 24 style ring programs are “great”! Featuring our best selling Ladies and Men’s styles in popular price points, they maximize profits with a minimum investment.

***This display is available in Walnut, Maple or White Oak**

***This display is 8 ½” square and 12” tall**

24-A	Traditional Ladies’ Rings Classic style rings priced to retail from \$11.00 to \$27.00
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24-A	24 Styles;	168 Total Pieces
Cost	\$1,599.50	Retail \$3,199.00

24-B	Fashion Ring Unit The best of our classic style rings plus our most popular Fashion styles. Priced to retail from \$19.00 to \$29.00
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24-B	24 Styles;	168 Total Pieces;
Cost	\$1,963.25	Retail \$3,926.50

24B-SS	Sterling Silver Fashion Rings 24 of our finest styles in Sterling Silver Retails from \$24.00 to \$58.00
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24B-SS	24 Styles;	168 Total Pieces;
Cost	\$3,426.50	Retail \$6,852.00

Programs are priced with 7 pieces of each style. To determine the cost of a program using a different number of pieces simply divide the cost by 7 and multiply that answer by the number of pieces desired. For example: 10 pieces: $3515.75 \div 7 = 502.25 \times 10 = \$5,022.50$
Covenant will not sell a program with fewer than 6 pieces per style.



Men's Program

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MEN'S RING COLLECTIONS

Our basic programs consist of proven sellers in both genuine stones and simulated diamonds, including Cubic Zirconia and Austrian Crystal. Our styles are all replicas of jewelry store favorites, but they are priced to sell at a fraction of their Gold counterparts. These classics are a compliment to any wardrobe or occasion.

- *The small display is 5” square and 7 ½” tall**
- *The larger display is 8 ½” square and 12” tall**
- *Either fixture is available in Walnut, Maple or White Oak**

12-GTS	Traditional Men’s Rings Our best sellers of popular priced Men’s styles, priced to retail from \$15.00 to \$36.00
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12-GTS	12 Styles;	72 Total Pieces;
Cost	\$1,064.00	Retail \$2,128.00

12-GTSS	Stainless Steel Men’s Rings Our best sellers of popular priced Men’s styles, priced to retail from \$15.00 to \$31.00
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12-GTSS	12 Styles;	72 Total Pieces;
Cost	\$903.00	Retail \$1,806.00

24-GTS	Classic Men’s Ring Unit This collection offers a wider variety of our popular Men’s styles. Priced to retail from \$15.00 to \$36.00
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24-GTS	24 Styles;	144 Total Pieces;
Cost	\$1,988.00	Retail \$3,976.00

Stainless Steel Combo

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THE RING MAN'S ST

Stainless Steel Men's Combo Display

We have simply upped our game with our new men's combo! Featuring both Cubic Zirconia and Austrian Crystal as well as genuine stones, set-in stainless-steel settings. Literally a men's jewelry department in just over one-foot square! As pictured this display comes with 24 stainless steel ring styles, 8 stainless steel bracelet styles, six stainless steel pendant styles and six stainless steel chains.

***Display is available in Walnut (pictured), Maple or White Oak**

***Display is 13" square and 16" tall**

44 - MSS	Stainless Steel Men's Combo	
	Best-selling/Popularly priced men's stainless-steel jewelry	
	Priced to retail from \$9.00 to \$56.00	
44-MSS	42 Styles;	240 Total Pieces;
Cost	\$2,881.00	Retail \$5,762.00

***Program is sold with 7 pieces each ring style, 4 pieces each pendant and chain and 3 pieces each bracelet. Covenant will not sell program with fewer than 6 pieces per ring style, 4 pieces per pendant and/or chain and 3 pieces on bracelet.**

Acrylic Pyramids

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PYRAMID DISPLAY PROGRAMS

This beautifully modern, acrylic display has proven to be a real winner. The pyramid is available in sizes to display either 36 or 60 rings, and can be made in hardwood as well as acrylic.

***The larger display is 12" square and 16" tall**

***The smaller display is 9" square and 12" tall**

60-PL	Women's Fashion Pyramid Classic style rings priced to retail from \$12.00 to \$35.00
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60-PL	60 Styles;	420 Total Pieces;
Cost	\$4,812.50	Retail \$9,625.00

60-PM	Men's and Women's Pyramid Our best selling Men's and Women's styles. Retails from \$12.00 to \$36.00
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60-PM	60 Styles;	420 Total Pieces;
Cost	\$5,190.50	Retail \$10,381.00

36-PL	Women's Fashion Pyramid Classic style rings priced to retail from \$12.00 to \$39.00
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36-PL	36 Styles;	252 Total Pieces;
Cost	\$2,943.50	Retail \$5,886.00

36-PS	Sterling Silver Women's Pyramid Our best selling Sterling Silver styles. Retails from \$30.00 to \$62.00
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36-PS	36 Styles;	216 Total Pieces;
Cost	\$5,652.50	Retail \$11,305.00

Programs are priced with 7 pieces of each style. To determine the cost of a program using a different number of pieces simply divide the cost by 7 and multiply that answer by the number of pieces desired. For example: 10 pieces: $3515.75 \div 7 = 502.25 \times 10 = \$5,022.50$
Covenant will not sell a program with fewer than 6 pieces per style.

THE RING MAN[®] 

June 2025 (R)

Gertrude

THE SCOTTISH MAN





GERTRUDE

Affectionately referred to as Gertrude, our latest addition to our beautifully hand-crafted hardwood ring displays, Gertrude features 48 different styles. Uniquely, each style is shown at the top of the display in a fashion that makes it easy for the customer to see as well as identify the retail cost. Immediately under each style you will find the back-stock on pegs by size, starting with the smallest size first. Putting the back-stock on pegs allows the end customer access to the product, no more waiting for help. It also frees up time that our retailers need to do everything else they do. We believe that Gertrude is a good choice for retailers that have lots of foot traffic and few employees!

***This display is 22" square and 67.5" tall (including small pedestal)**

****Fixture is available in Maple. If you prefer Oak or Walnut, we will use Maple and stain to match color.**

48 - CRU CARDED RING UNIT

GERTRUDE Set with the Look of Platinum-Rhodium Finish & 18kt Gold

There are 48 ring styles, six sizes per style, 3 pieces deep per size.

Priced to retail from \$11.00 - \$29.00

	48 Styles;	912 Total Pieces;
Cost	\$8,816.00	Retail \$17,632.00

***Note this display must be sold with 3pcs per style per size to start. There is no minimum on reorders.**



June 2025 (R)



Helga

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192 PENDANTS & EARRINGS

Affectionately referred to as Helga, our newest addition to our beautifully handcrafted hardwood jewelry displays features 192 styles in a relatively compact space! Our jewelry all features Custom-Cut Cubic Zirconia, which are prong-set in the same manner as fine Diamonds. As always, our jewelry is either plated with Rhodium to give it a “Platinum” or “White Gold” look or 18kt gold. The collection consists of both traditional and contemporary styles that are popularly priced to insure impulse sales.

***This display is 16” square and 66” tall (including small pedestal)**

**192 -PE/
HELGA**

PENDANTS & EARRINGS

Set with the Look of Platinum-Rhodium Finish & 18kt Gold

There are 156 earrings with 36 pendants.

Priced to retail from \$11.00 - \$39.00

Cost

192 Styles;
\$5,619.75

576 Total Pieces;
Retail \$11,239.50

***Note this display must be sold with 3pcs per style to start. There is no minimum on reorders.**

THE RING MAN[®] 

June 2025 (R)

*CZ Pendants
and Earrings*



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PENDANTS & EARRINGS

We've finally gone and done it! About twenty years ago our sales reps started asking, "Why don't you offer pendants and earrings?" I always told them, "we do rings", and left it at that. Today our customers are asking us the same question and my old stock answer is just not good enough. So we have put together a collection of fine quality pendants and earrings using the same formula that has made our rings so popular.

Our initial offering was done with a Rhodium finish to give it the "Look of Platinum". Now we have added Gold to the mix. All of our jewelry products feature Custom-Cut Cubic Zirconia, which are prong-set in the same manner as fine Diamonds. The collection consists of both traditional and contemporary styles that are popularly priced to insure impulse sales.

***The 48-style display is 9" square and 18" tall.**

***The 96-style display is 11.5" square and 23.5" tall.**

48-PE

PENDANTS & EARRINGS

All set with the Look of Platinum-Rhodium Finish

There are 36 earrings with 12 pendants.

Priced to retail from \$11.00 - \$39.00

48-PE

Cost

48 Styles;

\$1,346.25

144 Total Pieces;

Retail \$2,692.50

48-PEG

PENDANTS & EARRINGS

All set with our 18K Gold-Electroplated Finish

There are 36 earrings with 12 pendants.

Priced to retail from \$12.00 - \$37.00

48-PEG

Cost

48 Styles;

\$1,701.00

144 Total Pieces;

Retail \$3,402.00

96-PE

PENDANTS & EARRINGS

The complete jewelry collection; 72 earrings

and 24 pendants in both 18KGE and Rhodium.

Priced to retail from \$11.00 - \$36.00

96-PE

Cost

96 Styles;

\$3,045.75

288 Total Pieces;

Retail \$6,091.50

THE RING MAN 

June 2025 (R)

Pedestals

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THE RING MAN[®]

PEDESTALS

It's crunch time! Your counters are crammed and you don't have room for another display. But you see another item that you just love and you can't live without it. Now you have to make room.

For many stores Covenant's ring program is the most profitable space in the store. You certainly don't want to lose those sales and profits. We have a solution to the problem. We can provide a hardwood pedestal to use as a space to place our display.

Pedestals are available in Oak, Maple and Walnut. They can be used for storage as well, as they come with a locking door, which is reversible to facilitate placement in any store.

If your store is themed, Covenant can provide a pedestal using a finish that matches your store's décor. Simply send us a sample of the material needed and we will match it to the best of our ability. If you are using a Formica product, simply give the manufacturers name and the laminate number and a perfect match is assured.

PED	HARDWOOD PEDESTAL 16" square and 39" tall with a locking, reversible door.
COST	\$350.00
SPED	SPECIAL PEDESTAL Same size and features of the hardwood model, but specially finished To coordinate with customer's décor.
COST	\$450.00

Stock Cabinet

R.S. COVENANT



THE RING MAN®

THE RING MAN'S STOCK CABINET

STOCK CABINETS

Here lies the key to your success in selling rings, the stock cabinet.

I cannot tell you how many times a prospective customer has asked me what I sell. When I tell them rings, they tell me to get lost! It's either, "I've tried them and they don't sell", or "You never have the right size" or "I don't want all that money tied up in inventory". Nothing could be farther from the truth.

1. Ask any jeweler and he will tell you that rings are his best selling item. Rings sell! And, they out perform every other jewelry item in the store.
2. The right size is always available. That's the function of the stock cabinet. We start a customer with the minimum amount of stock, covering the most important sizes. The customer then fills in as needed on a weekly or monthly basis.
3. The investment in rings is small when compared to the amount of merchandise carried by leading fashion jewelry stores. Just think of all the earrings, necklaces and bracelets most fashion retailers carry. Add to that the color and the latest fad items that fashion dictates a must.

The stock cabinet is numbered on the front to correspond to the number shown on the display. The drawers are partitioned inside and numbered according to size. Each size that a ring comes in is labeled and has it's own space. Making it simple to maintain.

Here is the key to making money for any store.

1. Make it someone's job to go through the stock cabinet once a week, say Monday morning or Thursday afternoon, whenever it's convenient.
2. Their job is to straighten out the stock, making sure that each ring and size is in its proper place.
3. When that is done it is a simple matter to order what is needed to fill in. Just order what is missing. Re-Order forms are included with every program. The store can fax the order or call it in on our toll-free line. We will ship the order the following day.
4. Ideally, a store would be scanning the sale and be capable of reordering using the scanning software's back-office programs.

Space requirements:

The cabinet is meant to be stored behind the counter. Each drawer contains 6 styles so the number of styles displayed will determine how many drawers a store will need.

A 4-drawer cabinet measures 9 ¾" w X 7 ½" h X 13" d.

A 2-drawer cabinet measures 9 ¾" w X 4" h X 13" d

Cabinets are normally sent in 2 or 4-drawer profiles, which makes it easier to store a larger number of styles without building overly large cabinets.

The stock cabinet is a tool. Use it correctly and you'll profit.

THE RING MAN 



ACCESSORY ITEMS

Little extras you might not have known are available. Whether you need extra boxes for special events, special formula plastic cleaner, or an extra tray; these items are available.

Accessories

Black 2-pieces ring boxes	\$ 5.00dz
**Ring sizing stick	\$ 9.95 ea
72 piece standard ring tray	\$ 7.95 ea
14oz 210 polish & cleaner	\$ 14.95ea
Case of 12 cans	\$144.00case
07oz 210 polish & cleaner	\$ 9.95ea
Case of 12 cans	\$84.00case

**Currently not available