

Tayloright Announces Launch Of New Category Of Products On mensringstore.com



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Author: Taylor Johnson

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SALT LAKE CITY, UT — February 19, 2010 — Today Tayloright announced the addition of their new “bracelet” category on - mensringstore.com - providing customers with a wide variety of contemporary men’s bracelets at discounts up to 57% off retail prices.

Mensringstore.com, in partnership with Triton Jewelers out of New York, AZ, offers men’s rings in a variety of materials and styles featuring Tungsten Carbide, Titanium, Stainless Steel and Ceramic. Mensringstore.com allows customers to take advantage of aggressive pricing discounts while at the same time accessing some of the jewelry industry’s most sought after ring and now bracelet fashions.

“Our customers are increasingly searching for men’s rings and bracelets online due to an ever increasing upward pricing trend in



brick and mortar retail stores. Our online presence allows us to offer substantial discounts off of high retail jewelry prices by reducing or eliminating high retail overhead costs such as astronomical mall rents, insurance and skyrocketing employee costs," said Taylor Johnson, founder of Taylorright. "Our product line features a unique blend of traditional titanium, stainless steel and ceramic rings and mens bracelets complemented by the Triton Collection of patented tungsten carbide rings." This later brand, the Triton Collection, was awarded to mensringstore.com in February of 2009.

In addition to focusing on a quality product line, mensringstore.com offers a "Customer Satisfaction Guarantee" including a 30-day return policy and a lifetime warranty on all of its rings.

For more details please visit mensringstore.com.

About Men's Ring Store

Based in Salt Lake City, Utah, Taylorright, dba mensringstore.com, began operations in August 2008 selling rings and rock climbing holds internationally. Men's Ring Store serves the international marketplace—all via its web site at mensringstore.com. Their innovative men's products and services offer a state-of-the-art fashion category to men seeking a durable, scratch-proof and quality ring.

About Triton Jewelers

Based in New York, NY. Triton: (tri-ton) adj. – where the artistry and craftsmanship of designs meets the expertise and innovation high-tech engineering. Triton is the ultimate collection of contemporary metal rings, bracelets, pendants and necklaces. Forged with the care and experience of master craftsmen, each piece of Triton jewelry is hand designed with uncompromising attention to detail. Bold styles, masculine metals...Triton.

Contact Details: 2677 W 14200 S
801-755-1989
ringsales@live.com
<http://www.mensringstore.com>

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