

PROMOTIONAL FEATURE

Polumbo's Jewelers: A family legacy of quality services

NEW BRITAIN

By ERICA DRZEWIECKI
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High quality jewelry and personalized customer service are what sustain a family-run company like Polumbo's Jewelers for 75 years. Father-and-daughter owners Fred and Dayna DiBattista take pride in their family's legacy. Their store at 438 East St. is the last full-service jeweler in the city of New Britain. It's this longstanding reputation for excellent service that keeps customers returning again and again. "We've been here since 1945," said Fred, who has been working at the store since 1964. His daughter Dayna now runs the business with him, but it's granddaughter Alivia, who turned 4 in July, who is officially known as "the boss." "We're the same people, in the same place," DiBattista told the Herald. "People trust us and that's why they keep coming back." The store has been named "Best of New Britain" 11 years in a row, including 2021. Polumbo's Jewelers sells a complete line of gold and silver jewelry, including timepieces made by Seiko, Pulsar

and Belair. Customers feel confident trusting the jewelers at Polumbo's with all their repairs, completed expertly and affordable prices and in a timely fashion. "We have been servicing your jewelry needs for 75 years," DiBattista said. "Your satisfaction is what drives us to be the very best jewelry store in the New Britain community." Polumbo's also buys gold, sterling silver, platinum, coins, flatware and holloware. Customers can find special pieces for any occasion, from a stunning engagement ring to necklaces and that one-of-a-kind pair of earrings for an anniversary, wedding, birthday or retirement. "You'll appreciate the wide selection of premium jewelry we have as well as our affordable prices with top-notch service," DiBattista said. He can recall an era when New Britain was home to 12 different jewelers. Those days are long gone, but Polumbo's is still here. "We're still here to serve you because of our personalized service and excellent prices," DiBattista said. "Dayna, Alivia and I are looking forward to a better 2021 and continuing into



Polumbo's Jewelers owner Fred DiBattista, manager Dayna DiBattista, and "The Boss" Alivia DiBattista who turned 4 in July.

2022." Polumbo's Jewelers is open Tuesdays through Saturdays. For more information, call 860-223-8886 or visit polumbosjewelers.com. Customers can also like Polumbo's page on Facebook.

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